



# NATIONAL REAL ESTATE and BUILDING JOURNAL

When will

How much does he earn? Where does he work?

How much can he pay down? What are his social aspirations? How many children does he have, and how old are they?

What does he like in a house? To find out how to get the answers, see pages 32 to 38 for "Make Your Customer Want

What Will Serve Him Best." Also in this issue — Getting Variety With Identical Floor Plans, A Simple Analysis of Sales

Records, The Truth About the 'House of Tomorrow,' Radiant Heat for Multiple Apartments

MAY ★ 1949

**BRINGING  
YOU  
THE**



## REALETERIA ARCADE *of America*

the complete new self-service real estate sales plan that can **MULTIPLY SALES!** . . . to be established by exclusive franchise in each city, town or community, throughout the country.

### THE NEW REALETERIA ARCADE

Is a vast expansion of the REALETERIA service now established throughout California and in other western states.

Now includes two models of the famous REALETERIA master display racks . . . electric rotating window display racks . . . the sensationally new lucite-encased, electrically-lighted, motor-driven "Robot Salesmen" for placement in markets, hotel lobbies and other busy locations.

Now features a new real estate listing and sales plan with complete advertising aids, superior to anything of its kind ever created by REALETERIA in the past.

### Wanted: Brokers and Representatives

One broker, or brokerage firm, in each city or community (where REALETERIA service is not now established) throughout the entire country.

Regional Realeteria Representatives to establish exclusive REALETERIA services under their own twenty-one year franchise. This is OPPORTUNITY UNLIMITED with the possibility of creating a permanent, substantial income. Minimum franchise investment required.

If interested, write or wire for detailed information, or call in person at the address below, where you can see REALETERIA in full operation.

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BY  
JOHN H. CURTIS  
LOS ANGELES, CALIF.

NATIONAL REALETERIA, INC.

969 23rd Street — Richmond, California

General Sales Office

Just one page



## from the Crane bathroom story!

The Crane bathroom story is the story of a *complete line*—a style for every taste, a price for every budget.

For instance, there's the *Neuday* Group above, just right for the homeowner who has to watch his costs. Then for the man who goes "all out," there are such Crane style leaders as the *Criterion* group below. But whatever their price, *all* Crane bathrooms have the high quality and the lasting beauty that make Crane the best-known name in plumbing.

That's true in Crane kitchens, too, where Crane has the right sink for every possible requirement. And in home heating, Crane supplies everything needed for any system, any fuel.

See Sweet's Builders' File for selections from the Crane line—or get the *complete story* from your Crane Branch or Crane Wholesaler.

### For moderate budgets, the Crane Neuday Group

For the best in bathrooms—the *Criterion* Group—leader in the Crane style parade. Here is the very latest in design, the most careful craftsmanship—a bathroom group with elegance in every line. (For those who prefer a countertop lavatory, Crane offers the *Marcia*, styled to blend with the *Criterion* bath and closet.) Controls are finger-tip Dial-ease, as in all Crane bathrooms.



# CRANE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS

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836 S. MICHIGAN AVE., CHICAGO 5

PLUMBING AND HEATING  
VALVES • FITTINGS • PIPE

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# You'll want to have this 1949 Kimsul\* Technical Booklet!



## Facts About Thermal Insulation... for Architects, Builders and Engineers!

**For Your Free Copy, Mail This Coupon Today!**



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NEENAH, WISCONSIN

Please send me my free copy of the 1949 Kimsul  
Technical Book.

I am ☐ an architect ☐ a builder ☐ an engineer

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

REJ-549

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_



\*T. M. Reg. U. S. & Can. Pat. Off.

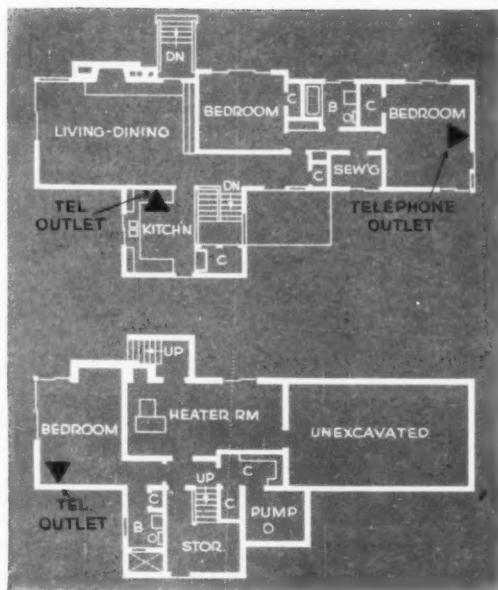
Here's a fact-filled, up-to-the-minute handbook every architect, builder and engineer will find helpful. Tells about new and important developments in insulation engineering practice. Includes information on heat loss distribution, "U" Factors of various types of construction, typical architectural specifications and other data on both thermal and acoustical installations for all types of structures—commercial, industrial and residential. Send for your free copy today, or look for it in the 1949 issue of Sweet's Catalogs for Architects and Builders.





*Perkins & Will and Edwin H. Mittelbush, Architects*

## TELEPHONE RACEWAYS FIT INTO THE SCHEME OF THINGS



Most new homes today are a blend of beauty and utility—everything in its proper place. And the proper place for telephone wires is out of sight.

It's a simple job to conceal telephone wires within walls. A few lengths of pipe or tubing, installed during construction, will keep them from being exposed on walls and woodwork. All that shows are neat telephone outlets, located where they will be most convenient for the owner.

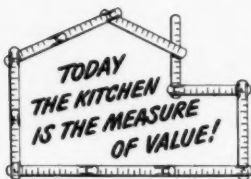
For homes of any size, your Bell Telephone Company will be glad to help you plan modern telephone arrangements. Just call your Telephone Business Office and ask for "Architects and Builders Service."



**BELL TELEPHONE SYSTEM**



***Builder Francis J. Schroedel Says...***  
**"HOTPOINT All-Electric Kitchens**  
***are my best insurance against 'for rent' signs!"***



"SURE, tenants are easy to get today," says Francis J. Schroedel, prominent Milwaukee, Wisconsin builder and apartment house owner. "But will they be tomorrow?"

**TO ASSURE FUTURE DEMAND** for his beautiful new Estabrook Estates, Mr. Schroedel is equipping each of its 200 apartments with a complete Hotpoint All-Electric Kitchen. For average rents of approximately \$100 a month, future residents will enjoy the advantages of a Hotpoint Automatic Electric Dishwasher, Hotpoint Electric Disposall® Unit, full-size

Hotpoint Automatic Range, brilliant Hotpoint Refrigerator and matching Hotpoint wall and base cabinets.

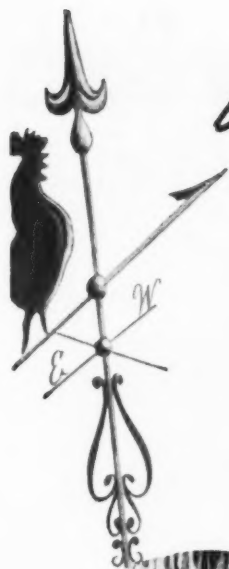
**BUILDERS AND ARCHITECTS** interested in making new homes most attractive to today's value-wise buyers are likewise taking advantage of the extra sales appeal of Hotpoint All-Electric Kitchens. Why not investigate this profit-making opportunity now? See your Hotpoint distributor or dealer... or write to Hotpoint Inc. (A General Electric Affiliate) 5600 West Taylor Street, Chicago 44, Illinois.

**Everybody's Pointing To**

# Hotpoint

**PIONEER OF THE  
 ALL-ELECTRIC KITCHEN**

RANGES • REFRIGERATORS • WATER HEATERS • FREEZERS • DISHWASHERS • DISPOSALLS® • CLOTHES WASHERS • DRYERS • IRONERS • CABINETS & SINKS



*bring in the beauty*

**but . . . shut out the weather!**

Today, you can give home-owners plenty of "view"—*plus* new, scientific protection from wind, dust, heat and cold! That's why Curtis Silentite windows are so often first choice where comfort and fuel savings are important. These Curtis windows are truly *weather-tight*.

Curtis Silentite double-hung windows have exclusive weather-stripping features, such as the patented "floating"

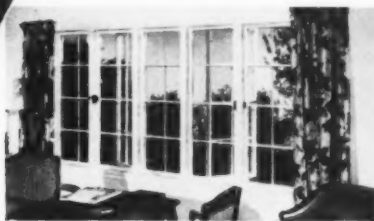
weather-strips that press snugly against the sides of the sash...yet allow easy movement. Silentite windows, too, are *wood*—with the natural insulating qualities for which wood is well-known. Made of Ponderosa Pine, toxic and water-repellent treated, Silentite windows also provide extra durability and long-lasting value. And, of course, they have no weights, cords or pulleys to get out of order.

**for better casements — SILENTITE!**



If the owner's choice is casement style windows—investigate the Silentite casements. Here is an insulated *wood* casement with special features that assure less air infiltration than other types.

A major improvement in casement design provides draftless ventilation. The sash is thoroughly trouble-free—can't rattle, vibrate or swing in the wind. No bulky hardware on the inside—no exposed hardware on the outside. Made in several sash styles.



**You'll want our book on Silentite windows, including casements. Just mail the coupon!**

When in New York, visit the Curtis Woodwork Display at Architects' Samples Corporation, 101 Park Ave.



CURTIS COMPANIES SERVICE BUREAU  
RJ-55 Curtis Building, Clinton, Iowa

Please send me book on Silentite Windows, including casements. I am  
☐ Architect, ☐ Contractor, ☐ Prospective Home Builder, ☐ Student. (Please check above)

Name.....

Address.....

City.....State.....

# New Eagle-Picher Decorator Paints

## simplify your interior painting problems



### 10 modern colors that harmonize with each other and with all colors in furniture, drapes, rugs

One word describes this new idea in interior paint — *simplification*. Eagle-Picher's new interior paints are *pre-harmonized* in color values . . . they simplify your interior decorating problems, color selection for your clients and tenants, application problems for painters.

First, the ten beautiful, modern colors in the line were formulated to harmonize completely with each other and with *any color* in furniture, drapes

and rugs, old or new. They're extremely popular with homeowners across the country.

Result — both redecorating and planning color schemes for new homes are simplified. You can easily plan a modern, harmonious color scheme for every room, your clients can easily select colors that will harmonize with each other *and* with their present colors in room furnishings. Eagle-Picher's interior paints come in three matching finishes — flat, semi-gloss and gloss — so the line simplifies the buying and applying of interior paints, too. They're ready-to-use, oil-base paints — of the same high quality that has made Eagle-Picher White Lead outstanding for over a century.

A complete line  
of paints for all  
interior and  
exterior use

## Eagle-Picher Company

General Offices: Cincinnati (1), Ohio

Makers of quality painting materials since 1843



**Mosaic's**

# LOCKART METHOD!

the faster, lower cost

way for you to have

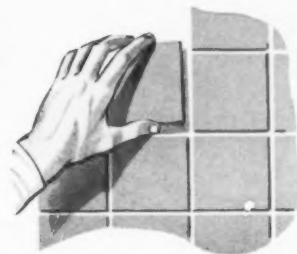
**TILE** floors and walls

**2**

**THEN—LOCKART EXPANSET FOR PERFECT ADHESION**—Expanset is a clean, white cement suitable for all types of ceramic tile. Either the Float-Bed or Buttercoat method of setting may be used.



**QUICK, EASY PRIMING** — The Lockart Method permits direct application right over plaster, brick, metal, concrete or plaster wall-board. First, a coat of Lockart Primer is spread over the wall surface.



**3**

**FAST APPLICATION . . . FAST SETTING**—This modern, streamlined way of installing Mosaic tile speeds up the work—and costs less!

Today Mosaic's exclusive LOCKART method is being used for tile installations from coast to coast—in modernizing all kinds of areas in all types of buildings.

The LOCKART method saves you time, money and labor. Application costs on new work are reduced as much as 30%. You'll save up to 40% on renovations. You get rooms back into service in record time, or complete new work *faster*.

**REDUCE MAINTENANCE  
WITH MOSAIC TILE**

Distinctive Mosaic tile installations offer beauty that doesn't fade or need renewing . . . assure years of heavy traffic without upkeep. Use Mosaic's wide line of ceramic tile to modernize bathrooms, rest rooms, kitchens, corridors, lobbies, etc. Mail the coupon today or consult the Mosaic dealer or office nearest you.

**NO METAL LATH OR  
SCRATCH COAT REQUIRED**

No structural changes are necessary with Mosaic's LOCKART method. Furthermore, there's no dirt—no mess. And LOCKART Expanset dries fast and reduces the load on the wall as much as 50%. Shear tests conducted by the U. S. Testing Laboratories demonstrated that Mosaic tile, attached to plaster wall-board with the LOCKART method, withstood shearing pressure equivalent to about 2800 lbs. to the square foot!

tile for time **THE MOSAIC TILE COMPANY** for design

Zanesville, Ohio

Member: Tile Council of America

Over 2000 dealers to serve you—Offices in Principal Cities

**MAIL  
TODAY!**

DEPT. 12-4

THE MOSAIC TILE COMPANY Zanesville, Ohio

—Please send me the free booklet "Streamline Tile Jobs with the Lockart Method."

—Send name of nearest Mosaic dealer.

NAME \_\_\_\_\_  
BUSINESS \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



YOU CAN BE **SURE**.. IF IT'S  
**Westinghouse**



**Write for these FREE books**

**...Prepared to Help Make  
Your Houses Sell Faster**

Here's a tip on how to make your Exhibit House the most admired during National Home Week.

Look at these simple steps outlined in two publications just off the press: *Plan* your houses for greater sales appeal; *equip* them for quick acceptance; *provide* simplified fuseless wiring system and *look to* Westinghouse for help.

In these Free Books you get all the facts about how Westinghouse can help . . . in planning houses with maximum sales appeal . . . in merchandising . . . in promotion . . . valuable planning data that will help you include features wanted most in the kitchen . . . in the laundry . . . in lighting . . . in wiring. It is sound planning help. It will also tell you about the Promotion

Kit and Planning Service that will help pack in the crowds, and sell the features and extra values your houses offer.

If you want to enjoy the benefits of this special service, send now for your FREE copies of these books.

G-10063

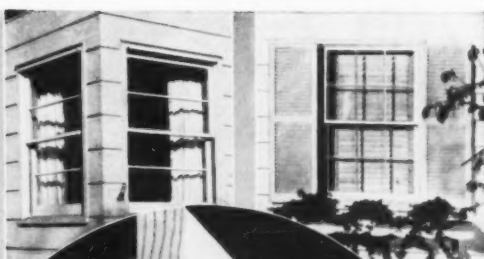
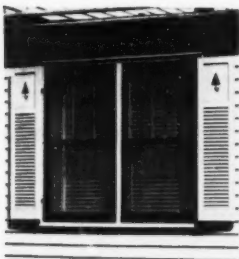
Better Homes Bureau  
Westinghouse Electric Corporation  
P. O. Box 868, Pittsburgh 30, Pa.

Please send my free copies of "How to Make Your House the Hit of the Home Show" and "Planning Book for Electrical Living Homes".

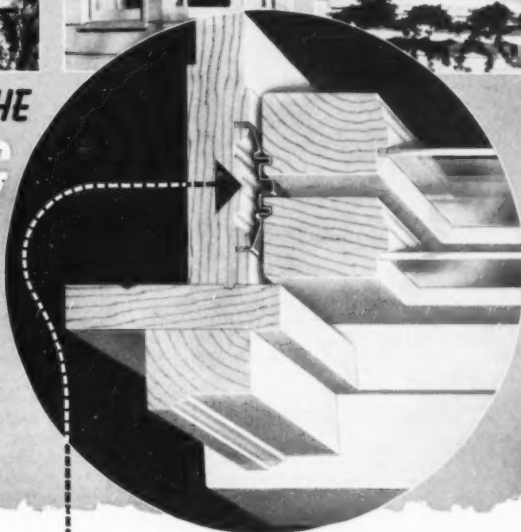
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City and State \_\_\_\_\_



**Westinghouse**  
**Better Homes Bureau**



THERE ARE REASONS FOR THE  
OUTSTANDING  
SUPERIORITY OF THE  
BILT-WELL WOOD  
SUPERIOR  
UNIT WINDOW



The outstanding feature of the Superior Unit Window is its "Jamb-Liner Weatherstrip." This exclusive, flexible patented "Jamb-Liner" automatically compensates for all possible swelling or shrinking. If the sash swells slightly in wet weather, the windows will still slide smoothly. And,—if shrinkage takes place later, the "Jamb-Liner Weatherstrip" will spring back forming a snug, compact contact with the sash.

This is only one of the many reasons why leading architects, prominent builders and reliable dealers prefer the Bilt-Well Superior Unit Wood Window.

**CARR, ADAMS & COLLIER CO.** **BILT-WELL**  
Dubuque, Iowa **WOODWORK**

*The Bilt-Well Woodwork Line*

Basement Windows • Breakfast Nooks • Bilt-Well Storm Sash & Screen Unit  
• Carr-dor Garage Doors • Clois-lite Casements • Combination Doors & Storm  
Sash • Corner Cabinets • Corner Cabinets for Smaller Homes • Doors with  
Tempered Presdwood Panels • Front Entrances for the Smaller Type of Home  
• Front Entrances • Exterior Doors • Gable Sash & Louvers • Gl-dor Kitchen  
Cabinets • Interior Doors • Ironing Board Cabinets • Linen Cabinets •  
Medicine Cabinets • Mantels • Nu-Style Kitchen Cabinets • Screen Doors &  
Window Screens • Shutters • Stair Parts • Superior Windows • Telephone  
Cabinets • Utility Window

**SUPERIOR "Jamb-Liner Weatherstrip"**

provides a wood to metal contact which eliminates the most common of all window problems—sticking and rattling. This "Jamb-Liner Weatherstrip" is applied at the factory—rolled into the grooved jamb and becomes an integral part of the frame. The sash slip into the frame without removing any of the weatherstrip (after plastering) in the final stages of building.

The Wind Break overlaps the header, thus forming a weathertight seal between frame and building. The tongue of the top sash is another weather-tight feature.

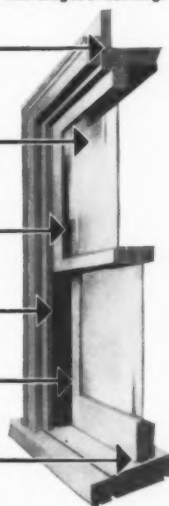
Superior Windows are counter-balanced with overhead spring balances. The uniform tension of these balances eliminates chattering where either sash is operated.

Sash can be installed or removed easily and quickly without loosening or removing any weatherstrip.

All wood parts, thoroughly kiln dried and chemically treated.

Superior (cushion-type) nailless weatherstrip automatically compensates for all possible swelling or shrinking of the sash.

Weather-tight seal, between sill and sash, by spring weatherstrip.



# LAU *You*

## PROFIT...QUICKER SELL....EASIER

When You Build-in

### Niteair COOLING

The quickest way to a prospect's heart and his pocketbook is to show him the comforts and conveniences ready for him in his new home. Lau Niteair Fans offer him the ultimate in cool, healthful, refreshing comfort. During those hot summer months he'll sleep cool as a cucumber in the house that YOU built and SOLD him! And he'll thank you for it!



Niteair Attic Fans are adaptable to meet any situation. Their marvelous cooling benefits are truly astounding in homes large and small. Available in a complete range of sizes (30", 36", 42", 48" blade size) with discharge capacities for every requirement. Ratings begin at 7611 C.F.M. and go up to 17,564 C.F.M. Make preparations to see and install a "Niteair" Attic Fan, now.

### Niteair RANCHER



The Lau Rancher is tops in cooling efficiency for homes of low roof type construction. Quick . . . easy . . . economical to build-in. Mounted horizontally to discharge upward and outward. A complete package unit—automatic ceiling shutter—sealed bearings—airtight cushion seal. Two sizes. The 30" fan rated at 6409 C.F.M. and the 36" fan rated at 8780 C.F.M.



Write Today—Dept. "J"—for Complete Information

**THE LAU BLOWER Company**  
DAYTON 7, OHIO, U.S.A.  
WORLD'S LARGEST MANUFACTURERS OF FURNACE BLOWERS

### An Office for \$130



The home of Howard R. Morey, Laguna Beach, was ideally situated for an office. Parking space was available. The home was in the center of town, on a highway-front location. The only problem was lack of space.

Banks of venetian blinds pointed to an easy and inexpensive solution. By partitioning off 10 x 15 feet of the 16 x 27 foot living room, Mr. Morey obtained a sizeable attractive working area. The four blinds, reaching from floor to ceiling, are arranged to include front door as the office door. The complete cost, for materials and installation, was only \$130.

The venetian partitions are less expensive than permanent partitions, and can be raised at night to permit full use of the living room. In addition, temperature control and air circulation are regulated by the usual house controls. Lending a modern appearance to the office, the aluminum blinds match the general decorative scheme in color.

Mr. Morey claims that this arrangement eliminates the duplicating costs of office-home lighting and heating, obviates the need for secretarial assistance . . . Mrs. Morey supervises the office in his absence.

### Waning Car Market Will Help Building

**A**N analysis of the relationship between the automobile and the American public's home purchasing habits indicate a spurt of home buying this spring and summer, according to Louis W. Licht, of Lane Realty, Forrest Hills, N. Y.

Says Mr. Licht, "The more than three million persons who bought new cars in 1947 have now completed their installment payments, and thousands of these families who have postponed home buying in favor of new cars will have money available for investment in new homes."

Citing figures to show that a substantial number of the nearly three and a half million new cars bought in 1948 will be paid for by next August, Mr. Licht expressed the belief that the installment purchasing of new cars will help the building and real estate fields. Monthly payments on cars averaged \$75 to \$150, and the conversion of this payment to a similar figure in home payments will be much easier than when installment purchasing of cars was not so wide-spread.

# Real Estate men TAKE NOTICE!

The Amazing SHEETROCK Story is pre-selling millions of home prospects, coast to coast, with full-color ads like this appearing in *American Home*, *House & Garden*, *House Beautiful*. Each ad is steadily building SHEETROCK wallboard acceptance which quickly turns to SHEETROCK preference. So, tie-in your activities with this powerful pre-selling campaign. It will support your sales efforts, and help promote your business!

THE AMAZING SHEETROCK STORY

Now you can build and decorate  
better WALLS and CEILINGS  
in days instead of weeks



behind any decoration a smooth, seamless surface

The Amazing SHEETROCK Story is the story of new methods and improved materials that today are building better walls and ceilings in half the time. Rooms are completed in days instead of weeks because SHEETROCK goes up fast, and takes any type of decoration almost immediately. Moreover, it builds for lasting, smooth beauty. Remember, too, SHEETROCK wallboard is fireproof—it's made of gypsum, the mineral that will not burn.



There is only **ONE** SHEETROCK

The Fireproof Gypsum Wallboard



United States Gypsum

Chicago

## THERE'S A NEW WAY TO SCREEN WINDOWS



# DURALL

## ALUMINUM TENSION SCREEN

**SPECIFY IT...** the unique, *new* screen... *the* flexible, tension-designed screen with snap-catch installation and lifelong freedom from sagging—DURALL.

**BUILD WITH IT...** the screen that snaps into place in minutes—from inside (no ladder climbing!)... the revolutionary screen with *no side frames* to cut, fit or paint—DURALL.

**SAVE WITH IT...** the extra-economical screen that costs dollars less\*, slashes "normal" installation bills, cuts maintenance, wipes out replacement costs... the durable aluminum screen that never rusts, stains, or needs painting.

**DEMAND IT...** this popular, easy-to-handle screen you can leave up the year around or roll up for compact storage... the ideal screen for any double-hung window—DURALL.

**\*Only \$4.95 for the popular 28" x 54" size at retail.**

DURALL is sold through building supply and hardware channels. Send the coupon below for the attractive file size DURALL CATALOG with complete information.



### \*\*\*\*\*MAIL THIS COUPON TODAY!\*\*\*\*\*

• NEW YORK WIRE CLOTH COMPANY, NR-5  
• 445 PARK AVENUE, NEW YORK 22, NEW YORK  
• Please send me, without charge, the Durall Tension Screen Catalog  
• Name \_\_\_\_\_  
• Company \_\_\_\_\_  
• Street \_\_\_\_\_  
• City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Redecoration Costs Cut By Thermal Insulation

WHILE thermal insulation is valued primarily as a fuel-saver, research has recently demonstrated that decorative costs can be slashed by as much as one-third in a well-insulated structure.

Savings in decoration costs result largely from the fact that insulation prevents "ghost marks" or shadow lines from appearing during the heating season. When a wall in an uninsulated room is several degrees colder than the interior air, the moisture follows a natural law, condenses on these surfaces, and leaves the dust it carries. Space between laths and framing members is darkened because the heat loss through the wood is not as great as through the plaster spaces between.

Heating engineers have determined that with the outdoor temperature at zero, and inside air at 65 degrees, the between wall temperature is 10 degrees less than the inside air temperature in an uninsulated structure. With full-thick mineral wool insulation, inside surface temperature normally is kept within two degrees of air temperature.

In the long run, the redecorating costs are reduced by approximately 33 per cent, re-painting or papering being required one-third less frequently in insulated homes.

Two effective methods of installing insulation may be followed. Where space between top-floor ceiling and roof is large enough to admit a workman, batts of blankets of mineral wool are placed between the joists. In the other method, openings are made in the roof, and the insulation (in nodulated form) is blown through an air hose to an even depth of four inches over the top-floor ceiling. If walls are hollow they also are filled with mineral wool for added protection, and the work is done from outside the building.

## Co-operative Plan Gives Quick Sales

A UNIQUE co-operative plan to get listings and quick sales is in operation among 12 Chicago realtors. Inaugurated in 1943, the Real Estate Sales Plan provides that the firms share expense of direct promotional literature, circulate brochures (including photographs) of homes that have been listed with any one firm for more than 90 days, and pool the energies of their 100 salesmen to contact prospects.

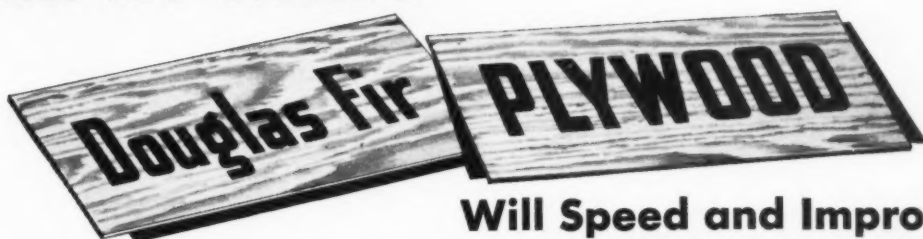
Donald F. Moore, one of the founders of the plan, says, "Each company in the plan has a similar circular using their individual letterheads for the first page. More than one hundred thousand of these circulars were mailed by all Real Estate Sales Plan offices to owners of real estate in Chicago."

An unusual feature of the circulars is that they answer the question, "Is this the best time for me to sell my property?", with a "maybe." Pointing out that these are not ordinary times, and that considerations other than the desire to obtain a commission enter into the picture, the circular states, "We consider every case a strictly individual one, and before we can advise you, we would want to consider all the circumstances."

The circular is attractively laid out, and includes a map to show the seller the location of the co-operating firms.



## These Two\* Grades of



\* PlyScord and PlyBase are two appearance grades within Interior-type Douglas fir plywood. Other appearance grades of both Interior and Exterior-type are offered for specific building needs.



Lay a better subfloor, faster, with PlyScord—the superior base for finish flooring.



For a firm, rigid base under all types of modern wall-to-wall coverings—use PlyBase.

For the 1949 Basic Plywood Catalog, write the Douglas Fir Plywood Association office nearest you: Tacoma Building, Tacoma 2, Washington; Daily News Building, Chicago 6; Shoreham Building, Washington 5, D. C.; The 500 Fifth Avenue Bldg., New York City 18.

**Douglas Fir  
PLYWOOD**  
LARGE, LIGHT, STRONG

**Real  
Wood  
Panels**



## Will Speed and Improve Your Flooring Jobs!



**PLYSCORD . . . for smooth, tight, rigid subfloors that are laid faster and provide a superior base for finish flooring.**

For the perfect subfloor, use Douglas fir plywood PlyScord—identified by the “grade-trademark” shown above. The big panels of PlyScord cover joints quickly, provide a smooth, even surface that’s extra rigid, extra strong, tight and draft-free. PlyScord cuts application time and costs; contractors report that PlyScord can be laid in half the time required for other subflooring. It saves up to 50% on nailing, up to 60% on sawing and fitting. And the finished flooring job will be better because PlyScord won’t warp, cup, squeak or shrink. PlyScord should be specified, too, for wall and roof sheathing—to insure stronger, tighter, more rigid construction.



**PLYBASE . . . a new grade, for a smooth, firm, rigid base under linoleum, asphalt tile and other wall-to-wall coverings.**

Yes—floor coverings such as linoleum, tile, carpeting, and other wall-to-wall materials will look better and last longer when laid over PlyBase. The smooth, firm, solid panels reduce joints to a minimum, virtually eliminating ridges and uneven wear. In addition to new construction, PlyBase is ideal on remodeling jobs, as a smooth base over old, worn, uneven surfaces. And for walls, PlyBase presents a smooth, solid backing surface for tile and other coverings. Sanded smooth, PlyBase is readily identified by the “grade-trademark” shown above. Let it speed—and improve—your next job!

*Right Now*

# YOU CAN HELP PRODUCE VITAL LOW-COST QUALITY HOUSING

BY SPECIFYING  
*all three*  
**SISALKRAFT PRODUCTS**

## 1 SISALKRAFT

**REINFORCED BUILDING PAPER**  
at about \$15 per 1000 square feet

AS BUILDING-PAPER, over sheathing of frame, brick veneer, stucco or stone-faced houses . . . under wood, tile and other flooring . . . as a vapor-barrier . . . FHA approved over sub-fill, under concrete slabs . . . under floors with radiant heating . . . For curing freshly laid concrete driveways, walks, basement and garage floors, etc.

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## Realtors Use Journal in Meetings



The Davenport Times snapped this picture of five leading Iowa realtors reading the Roster Number of the Journal during a regional meeting of the Iowa Association of Real Estate Boards held in Davenport last month. Eighty-five Iowa realtors attended the meeting to discuss the problems posed by rent control. Shown above, left to right, are: Seated, Albert Guggedahl, Des Moines secretary; Joseph Wagner, president, Davenport Real Estate Board, and Paul Weaver, state association president; standing, Robert T. Armil, state director; Duane Leamer, program chairman, and Harold Eastham, secretary, Davenport Real Estate Board, all of Davenport. Mr. Weaver wrote the Journal staff, "I have been carrying the Journal with me all over the state and it has been very useful, especially at this meeting."

## Letters to the Editor

"For many months — and years, for that matter, I have been watching you hit the 'bulls-eye' with your successive editions of the JOURNAL. I can no longer resist the impulse to tell you how I feel about the timely and valuable articles which crowd the pages of your magazine month after month — each one of specific value to the broker and builder.

"I doubt if there is an inch of room for improvement, but if there is, you will no doubt find it."

—Alexander Summer  
Teaneck, New Jersey

"The new Roster number of the Journal just arrived and it is an excellent issue. Congratulations! I will keep it at hand throughout the year."

—Roland R. Randall, President  
Society of Industrial Realtors  
Philadelphia, Pa.

"We are very pleased with the fine Roster number that came out for April. I know our members are going to be equally pleased."

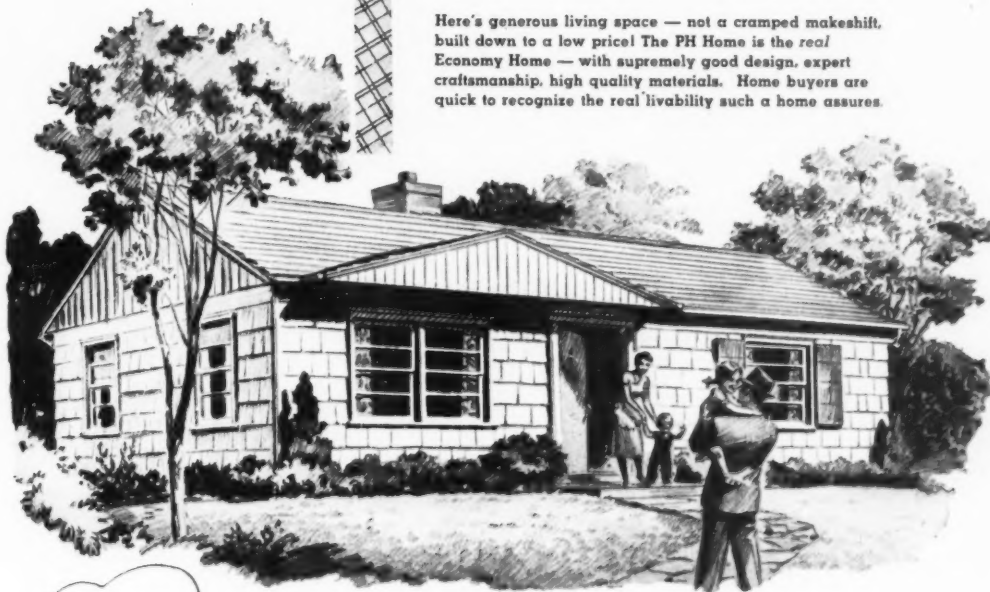
—Lowell Baker, Administrative Secretary  
National Association of Real Estate Boards  
Washington, D.C.

"I do want to congratulate you on your Roster for this year. It is bigger and better, and has so much useful information. How I have felt the need of it the last few weeks!"

—Violet Dunham, Executive Secretary  
Florida Association of Realtors  
Orlando, Florida

## the **REAL** economy home

Here's generous living space — not a cramped makeshift, built down to a low price! The PH Home is the *real* Economy Home — with supremely good design, expert craftsmanship, high quality materials. Home buyers are quick to recognize the real livability such a home assures.



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P&H Homes come to you from the factory 83% complete — with finished walls and complete insulation. Only 169 man-hours or less are required to erect these soundly constructed homes. Your money is tied up for shorter periods.

For a profitable building year in 1949, get in touch with us immediately.

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**Standard Dry Wall Products**  
BOX X, NEW EAGLE, PENNSYLVANIA

## Findings of New Building Code Survey Released

**M**ORE than one-fourth of the nation's municipalities have no type of building regulations, according to a recent survey by the Building Technology Division of the Bureau of Standards.

After investigating 2,634 replies from technical publications, code libraries, and other interested groups on the local level, the Bureau announced that revision of construction codes is underway in 213 cities. Research by the Bureau revealed that among 2,152 cities studied, 27% had codes less than five years old, while 18% had codes written between 1926 and 1930.

The report stressed that amendments to the codes did not necessarily bring them up to date, and that such amendments tended more to confuse regulations than clarify them.

According to E. U. Condon, director of the Bureau of Standards, "Delays in code revision are partly due to lack of standard methods of testing and of evaluating new developments in material, methods, and design. Codes affect costs and thus construction where they unduly restrict the utilization of more economical materials, methods, and design. But the influence of codes on the rate of construction is secondary to that of the cost of materials and labor."

## Gross-Morton Project Expanded

Expansion of the 119-home Gross-Morton development at Garden City, Long Island, was announced this month by James Morton. The 33 new homes being readied for occupancy include five- and six-room, English or Colonial dwellings.

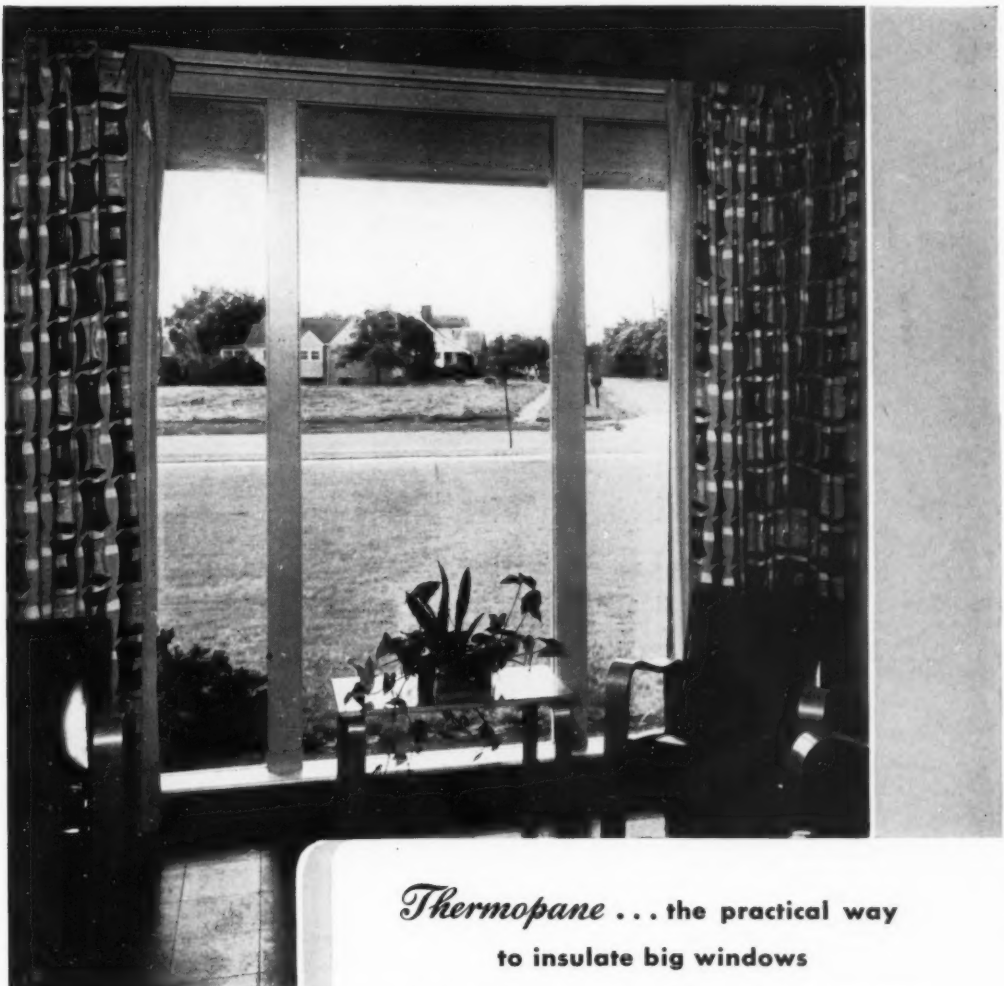
Priced from \$16,990, the homes are set on 7,500 to 13,200-square foot lots, and may be purchased by veterans with a down-payment of \$790.

Features of the houses include: a 23-foot living room, first floor powder room, tile bathroom with glass enclosed stall shower, electric washing machine, fireplace, gas range and refrigerator.

## Open Front Real Estate Office



Interesting contrast to the usual second or third floor real estate office is this ground level office of the Charles J. Regan agency, Richmond, California. Employing visual front techniques, the entire ground-to-ceiling Tuf-flex glass window provides a full street side view of the attractive reception and private offices



Architect: Karl B. Hoke, Toledo, Ohio



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With *Thermopane*, year-round window insulation is easily built in . . . to stay. No storm sash are needed. *Thermopane* helps keep rooms cooler in summer. And in winter, it cuts heat loss through glass, reduces downdrafts, minimizes condensation, saves fuel. Installed in fixed or opening sash, *Thermopane* increases value of the homes people buy or build. \*®



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*E. V. Christy, Realtor of Ottumwa, Iowa, heads the Christy Realty & Insurance Company which specializes in city and farm sales, management, loans, rentals, appraisals, and general insurance. Mr. Christy is a member of NAREB, Iowa State Real Estate Boards, Ottumwa Zoning Commission, and is a past president of the Ottumwa Real Estate Board*



## **"THE PERFECT HOME IS ONE OF THE BEST POSSIBLE GOOD-WILL BUILDERS..."**

writes E. V. Christy, Realtor of Ottumwa, Iowa. Mr. Christy says, "THE PERFECT HOME is a 'must' on our schedule of advertising. The concise and thorough method in which it is presented, together with its helpful ideas, make it appealing to its readers. We have had many calls from those outside our mailing list wanting to be included. The local sponsors profit many times over by the business they derive from those receiving THE PERFECT HOME. Institutional advertising is sometimes difficult to trace to its origin, but when one is confronted with words of praise and people who are favoring us because we are kind enough to send them THE PERFECT HOME, then there can be no doubt. We like THE PERFECT HOME and plan to continue in Ottumwa as a sponsor."

Reader enthusiasm for THE PERFECT HOME, such as Mr. Christy reports, is a logical result — we believe — of preparing a publication which carries the best examples of what is new and good in home design, equipment, and decoration. Dramatically written, sparkingly illustrated, this material is edited to help its sponsors sell the "home idea" and to reflect quality and prestige. Sponsorship of THE PERFECT HOME is not costly. Editorial, art, and other preparation costs are spread among its users throughout the nation. Local reproduction and mailing costs are in turn shared by the selected reliable local building factors who share in its results. This individual participation is nominal. A limited number of exclusive, annual, renewable franchises for THE PERFECT HOME are available to organizations with high qualifications.



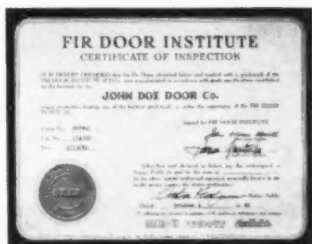
If you are interested, address your inquiry to:

**STAMATS PUBLISHING COMPANY — CEDAR RAPIDS, IOWA**



When you see the Fir Door Institute grade trade-mark—FDI-BP—on a Douglas fir door, you know that door comes from a mill regularly inspected by the FDI for quality control.

## Today's Big Value in Douglas Fir Doors



Mills subject to regular Fir Door Institute inspection are always glad to provide Notarized Certificates to buyers, upon request, showing that doors shipped have been found by the FDI to be up to U. S. Department of Commerce Standards.

THE Douglas fir door industry is proud to have designed, tested and produced the BP door.

This year it expects to again produce this exceptionally fine Interior fir door in quantity—a door ideally suited, and designed, for paint or enamel finish.

The Fir Door Institute, in a series of important laboratory tests, found this Multiple-Piece Stile (Finger-Jointed) door:

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2. Possessing a life span equal to, if not greater than, the life span of a door of One-Piece Stile construction.
3. Having joints so snug and well-manufactured the finished paint job is smooth and unbroken.

Write now to the Fir Door Institute for your free copy of a booklet showing the results of these laboratory tests.

And, when you specify Interior Douglas fir doors, for paint or enamel finish, be certain to include the FDI-BP door in your order file.

**FIR DOOR INSTITUTE**  
Tacoma 2, Washington

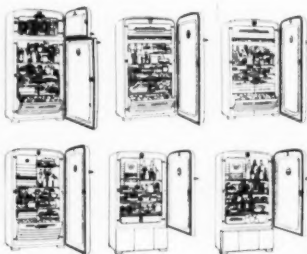
# How to get the MOST into a small kitchen!

*Kelvinator One-Width Appliances Provide  
Extra Space... Simplify Kitchen-Planning*

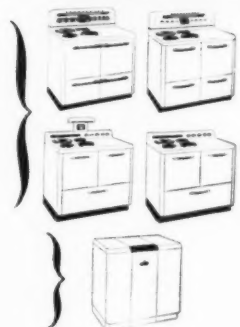


In today's small kitchens, every inch of space counts! That's why Kelvinator appliances, amazingly roomy inside... yet so compact outside... are the answer to many problems in design. In addition, Kelvinator offers the *exclusive* advantage of *uniform widths*. Six Kelvinator refrigerators, for instance, are 31½" wide. Any model, chosen according to budget, will fit. You avoid last-minute changes in plans.

Your  
choice!  
all  
31½" wide!



4  
Kelvinator  
Ranges  
and  
Home  
Freezer



*All 39 Inches Wide!*

**AMAZING NEW FEATURES**, efficient use of space: greater convenience and economy for home-makers feature Kelvinator electric ranges. They are all one width. Freezer, too! Design around Kelvinator!



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Get Kelvinator's 1949 "Space-Saver" refrigerator. It is full 6 cu. ft., but only 24 in. wide. Range is only 21 in. wide, with advanced design permitting installation flush against wall. Top-of-the-line quality throughout. For information, write Kelvinator Division, Nash-Kelvinator Corporation, Detroit, Michigan.

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# NATIONAL REAL ESTATE and BUILDING JOURNAL

Established in 1910

VOLUME 50

NUMBER 5

## CONTENTS

MAY

1949

Getting Variety With Identical Floor Plans	24
Can You Answer These Queries? By Hal C. Hardin	26
Simple Analysis of Sales Records By John T. Bonner, Jr.	27
Apartments With A Future In California — By A. L. Francis	28
In Florida — By Jule Von Sternberg	29
The Truth About the "House of Tomorrow" — By Joseph H. Schulte	30
Make Your Customer Want What Will Serve Him Best — By John J. Wagner	32
A Property Manager's Questionnaire for Apartment Janitors	40
Radiant Heat for Multiple Apartments By W. W. Brooks	42
Should Property Managers Have Purchasing Departments? — By Alec Sutherland	46
Moisture Barriers in Floor Construction By Jonathan Jackson	47
Homes Our Readers Are Building	48
The Law Says By George F. Anderson	50
Lilly Radio Shows Net Sales	51
Bronze Name Plates Build Good-Will	51
Burns' Warranty Plan Sells Homes	52
Product Progress	54
Among Ourselves	58

Cover Photo By Ewing Galloway

Published monthly for real estate builders, property managers, and brokers, by Starns Publishing Company, Publication Office and Headquarters, 427 Sixth Ave., S.E., Cedar Rapids, Iowa. Herbert S. Starns, president; Ralph H. Clements, Charles A. McCaleb, vice-presidents.

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## What Will Serve Them Best

**B**UILDING a lasting business in the field of real estate and home building requires something more than clever salesmanship or building houses with eye-catching gadgets. Success in any endeavor, and especially in our field, calls for supplying customers with merchandise that serves them best.

Who hasn't bought a new suit or a new hat or a new appliance that hasn't later wished he had not succumbed to the smooth talk of the man who sold it? The merchandise may have been all right in itself, but it wasn't what you wanted, possibly even what you said you wanted. In the end you came to resent your purchase, and the company that sold it to you.

During the last few years many new homes and many existing homes have been sold to families who haven't been too happy with what they bought. Their basic needs were not fulfilled. They bought because their particular purchase was about all they could get under the circumstances.

But that time is over. Builders now can build more nearly to suit the pocketbooks and requirements of home-hunting families — and they are doing so. Brokers, flush again with listings, now have a greater variety from which to choose in fitting house to family.

To the degree that your sales efforts help to fit the right house at the right price to the right family, your permanent success is assured. That calls for constructive selling, not artful dodges, camouflage, and canny tricks.

John Wagner, in a magnificent presentation in this issue, points out that much of the real skill in real estate selling centers around finding out what the prospect wants and needs. That isn't easy. Yet if you are to do an intelligent job of selling houses, new or old, you should know your prospect. That means knowing how much he earns, how much he can pay down, where he works, the nature of his social status, how many children he has and of what ages, and what — specifically — he likes in a house. To get the answers to these questions calls for skill and training from the first interview through the showing of the houses to the final closing.

Someone told the story recently about a vacuum cleaner salesman who insisted on trying to sell a family a new vacuum. Despite their protests he set about to make his demonstration. Confidently he scattered confetti and dirt over their carpet and started to show what his product would do. That was what the rule book said, and that was what he was going to do. But it developed that the house in which that family lived, wasn't wired for electric current.

You can't sell vacuum cleaners and you can't sell houses unless you know the essentials about your prospect. Only then can you hope to supply him with merchandise that serves him best. If you have doubts about how to do all this, we suggest you turn to pages 32 to 39 in this issue.

*the editor*

# Getting Variety With Identical Floor Plans



Street scene in Morgan Heights, a 71-home subdivision of M. W. Turner Company, Tulsa. Each house has individuality, yet all were built from the same floor plan

**T**HIS house is just what I want," the woman said, "except I think I would like a larger living room."

The real estate salesman paused. "Well, let's go over to see a house across the street. There's one there I think you will like."

They came upon it gingerly — the woman, her husband, and the real estate salesman. They admired the sweeping ranch-house style, and talked about the ultimate color scheme. "Now **this** is what I wanted!" the woman exclaimed, breathlessly, as they entered the living room. "This is the living room we want. Isn't it, Fred?"

Yes, Fred thought so. And so the papers were eventually made out, and the deal was closed. The woman laughs about it now.

The living room in each house that she inspected was exactly the same size. In fact, each floor plan in 71 new houses built in Morgan Heights Addition by the M. W.

Turner Company, real estate builders of Tulsa, is identical with the other.

But, the exteriors, like Cleopatra, are of "infinite variety."

Many a project builder has solved the problem of variety with several basic floor plans, but few have done a more outstanding job in accomplishing individuality with a single plan than has the Turner company, originators of the term, "Turnerbilt Homes", described in the last issue.

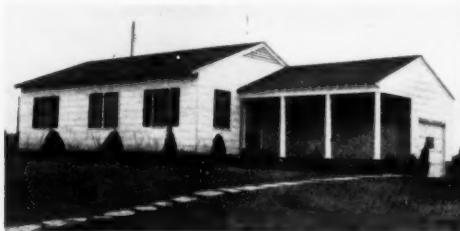
Burl Johnson, vice-president in charge of home building, lists the usual techniques for achieving variety — 1) the use of varied exterior materials such as brick, frame, shake-shingle, stone, and asbestos shingle, and combinations of two materials, 2) placement of breezeways, porches, patios, and decorative iron railing and trellises on porch treatments, and 3) by setback and staggering of homes on the lots. Actually, it is the ingenuity

and skill with which these methods were used that makes the end result so unusual. Some builders also utilize varied planting schemes to add personality, but even without landscaping, the Turner homes have diversified styling.

Roof treatments are predominantly gable, but intermixed are many hip roofs or hip-and-valleys. Windows are both casement type, and double-hung sash, with several large picture windows for extra variety. Front entrance doors are paneled, or flush-type, or windowed. Garage doors are paneled, or boarded vertically or diagonally. Occasionally a cupola is used atop a garage.

Color schemes are varied, but are restrained. No garish colors, or no extremes in colors. These homes have a "lived in" look, even though they are brand new.

Most all the plans call for a sheltered entrance, as the front door opens directly into the living





"Although every floor plan is identical," Mr. Johnson says, "we have had very few customers who noticed this, and many of them actually commented on the variety of plans, showing how easily influenced is the buying public by a variety of exteriors."

"Power equipment was used entirely, and site fabrication of wall sections and pre-cutting of all framing members was done at the site. Russell Renfrow, superintendent in charge of the project for Turnerbilt Homes, organized the crews on an assembly line basis.

"All homes are on lots 63 to 80 feet wide and 135 feet deep. The streets were paved and the sewer installed, all of which was paid in full in the purchase price of the house. All homes have one-car garages completed with laundry facilities, and overhead garage doors. Eight-foot concrete drives are provided with ample walks and steps. Heating is provided by floor furnaces augmented by wall stoves in bathrooms. The floors are No. 1 white oak. Walls are one-half inch

Prospects want a home "different" from their neighbors', yet they want the economies which result from operative building. Many builders use four or five basic floor plans to cut costs, vary the exteriors, but M. W. Turner Company, Tulsa, completely solved the problem in a 71-house development — every home with an individuality and personality of its own. . . . Here is how they did it

A black and white portrait of a man with short, dark hair, wearing a dark suit jacket, a white shirt, and a dark tie. He is looking slightly to the left of the camera with a neutral expression. The background is a plain, light color.

Burl Johnson



*Your distinctive home  
in a choice location!*

THESE ARE SUPERBLY DESIGNED HOMES IN AN IDEA

**LOCATION** **PRICES UNDER TODAY'S MARKET**

The training employed time, time and focusing the quality of the training.

M. W. TURNER COMPANY

（上接第100页）

[illegible]

TURBULENCE

1000

**Key words:** aging; cognition; memory; personality

A sales kit which provided visual answers to a prospect's questions helped stimulate sales, aided by newspaper ads, large billboards and spot radio announcements.



**Skill in varying materials, roof lines, porches, garages and window-treatments makes these typical Turnerbuilt homes appear to be built from a variety of floor plans**



# Can You Answer These Queries?



By **HAL C. HARDIN**,  
The Hardin & Stockton Company, Realtors,  
Kansas City, Mo.

**They involve that ticklish thing called ethics. These are questions which bob up most every day in any office which deals in homes new or old. The author uses these questions, and his answers, in instructing men newly employed in real estate. We asked permission to publish them because we believe they help clarify what is good business practice, and what isn't. How would you handle them?**

**Q.** We were called in to inspect a house for listing. While there, one of our salesmen asked the owner if a certain doctor had seen the house. The owner replied that another agent had told the doctor about the house but had not brought him to see it. Would it be fair for the salesman to call this doctor and show him the property?

**A.** I think so. The salesman had the doctor in mind as a logical prospect. He showed this by asking the question. He should feel free to show the doctor the house, provided no other agent had previously shown it to him. That is fair competition. Had the salesman heard of the doctor's interest only from and first from the owner, he should not have used the information in that manner.

**Q.** Realtor "A" has an exclusive on a property for lease. Realtor "B" calls and gets co-operation on the lease from "A." Realtor "B" gets a

lessor and the lease is made, the commission divided. How long after this can Realtor "A" feel free to solicit the lessee to sell him a property, without going through "B"?

**A.** This question was put in an open meeting. The presiding officer, a lawyer, thought a period of about six months should elapse first. I maintain "A" is justified in doing this the next day. There is nothing that can banish this new acquaintance from the mind of "A." "B" has no exclusive on the man. The service charge has been divided equitably. The deal is behind them. If "A" is resourceful enough to create a new deal with the lessee at any time, it seems to me it is perfectly justified.

**Q.** A broker has a listing. Another broker asks to show the property and the listing broker asks him the name of his prospect, which is given. A salesman of the listing broker may have that prospect already, in which case he should inform the inquiring broker and refuse to give away his salesman's prospect in that way. Having done this, should the listing broker then suggest to his salesman that his prospect is a logical one for the property in question, or otherwise needle him into action on that prospect?

**A.** No. If the inquiry is so used it is an injustice to the inquiring broker. The inquiry should be kept in confidence. If the salesman thinks of it himself and shows or sells the property to the prospect, that is all right. However, if the broker himself is the one who has

the prospect (and not his salesman) I cannot see why the inquiring broker's question should deter him from submitting the property to the prospect in question. The idea might well have come to him without the suggestion made by the inquiring broker. (Editor's note: Do readers agree on this? We don't. To draw a line between needling your salesman to take action, and taking action yourself is skating on ice too thin.)

**Q.** "A" calls up "B" to ask permission to show a property "B" has. "A" gets permission. How long should "A" recognize the listing as belonging to "B"?

**A.** Generally speaking, indefinitely, unless the owner should ask "A" to list the property. "A" can feel free to list it but to avoid misunderstanding he should explain it to "B." If "A" submits the property to his buyer before legitimately getting the listing himself, the transaction should be made through "B."

**Q.** Is it proper for a realtor to ask an owner when the exclusive of another realtor expires?

**A.** Yes, provided the inquiring agent did not learn about the property through the advertising of the first realtor who has the exclusive. Sometimes an agent calls on an owner to show a property which had been an open listing, only to find that it has been given exclusively to another. It then is perfectly proper to ask about the expiration of the exclusive, so that he may work on it later, or even to get the exclusive himself. He should go after the listing, exclusive or otherwise, only when he gained knowledge of it through some source other than the broker who already has it. He should not take advantage of information another broker has given him to proselyte for business.

**Q.** Should the listing realtor's sign remain up, along with a "sold" sign attached, when the sale has been made by a co-operating broker who has sold it through him?

**A.** The listing broker has had control of the property. He has a good right to put up his "sold"

(Please turn to page 56)

## A Simple Analysis of Sales Records

Too many real state brokers and builders use complicated, time-consuming methods to analyze the financial condition of their business. If you are among that group, here is a system which requires only a few basic figures from simple records, yet gives you a complete picture of your current financial status in a clear, concise way.

By JOHN T. BONNER, JR.

**Bonner, Inc., Regitors**

**Columbus, Ohio**

[illegible]

**T**HE old adage that "business runs on paper tracks" is just as applicable to real estate as to any other business endeavor. Most brokers and builders eagerly scan their bank books, carefully scrutinize their check stubs, and spend long hours frowning over their financial statements. Yet, how many of us make even a cursory analysis of the factors responsible for the condition of our finances — the sales records.

An orderly system of analysis should neither be complicated nor excessively time consuming. To ask the broker to return to the office after wrestling with a prospect's sales resistance only to demand to wrestle with involved slide rule formulas is demanding too much. The system which the writer proposes merely requires a few basic figures which can be obtained from listing cards, contracts, and closing statements. The analyses can be expressed by means of simple percentages. Above all, the analyses can be made regularly — monthly or even weekly if desired.

### Sales Prices vs. Listing Prices

The first index which the progressive real estate broker or builder should watch is the relationship between sales prices and listing prices. Sales figures can be taken from completed contracts, while original listing prices should have been noted on the listing cards.

If the gap between sales prices and listing prices is very large — if sales prices average 85 per cent or less of listing prices, it indicates the probability that listings are being taken at prices too much in excess of the market. The dangers are obvious. Valuable time and money are undoubtedly being spent on properties that will be sold by brokers whose listing efforts are more sensitive to market prices. Even listings under the protection of exclusive agency contracts may be lost if the time of the exclusive agreement is wasted in trying to merchandise properties which are out of reach of the market. It is true that the prices of these listings may eventually be reduced to a more desirable figure — but, by that time, the exclusive agreement may have expired and the property may be under the exclusive wing of another organization.

A wide gap between sales figures and listing prices may also indicate a depression in real estate activity. For the alert broker who is watching the relationship

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<u><b>CHARGES</b></u>		
Sole Price		\$11,000 <b>D</b>
Unexpired Insurance Transferred		
<u><b>CREDITS</b></u>		
Debit with Broker-Seller		
Balance on Existing Mortgage		\$4,700 <b>D</b>
Taxes and Interests		
Rent Adjustment		
<b>TOTAL CHARGES</b>		
<b>TOTAL CREDITS</b>		
<b>BALANCE DUE SELLER IN CLOSING</b>		\$6,300 <b>D</b>

Two forms above serve to illustrate a simple example of sales ratios. When the listed price of \$12,000 (A) is compared with \$11,000 sales price (D), the ratio is 92%. By comparing the loan commitment (B) with the sales price, the ratio is \$6000 to \$11,000, or 73%. When tax valuation of \$4000 (C) is compared with sale price, the ratio is \$6000 to \$11,000, or 55%. The ratio between the balance on the existing mortgage (E) and sale price is \$6000 to \$11,000, or 55%. The final ratio is taken from balance due seller on closing (F) and the sale price (D). This illustration gives a ratio of \$3000 to \$11,000, or 27%.

between sales prices and listing prices, a widening gap may herald a small squall or a coming hurricane.

If the gap between sales prices and listing prices is relatively small — if sales prices average 98 to 100 per cent of listing prices — it indicates the probability that listings are being taken at prices actually below the current market. In this case there lurks the danger that many desirable listings are being lost due to other brokers bidding the prices up to levels more in line with recent sales.

The narrowing of the gap between listing prices and sales prices also signifies a quickening in real estate

(Please turn to page 57)

# Apartments With a Future

## • In California

By A. L. FRANCIS

**C**APITAL . . . imagination . . . and the ability to appraise the needs of present and future tenants . . . are the qualifications of real estate builders who are planning for permanency of income.

Although the level of construction costs is high, apartment units are being built, and built wisely, by men combining these prerequisites. From opposite coasts of America come two apartment dwellings that point the way in design and tenant convenience. In spite of the fact that these apartments are in the class of luxury building, the fine features can be adopted to moderately priced construction.

**T**HE builders of Glen Crest Apartments in the Westwood section of Los Angeles chose the land for their \$350,000 project carefully. Nearness to shopping centers, access to downtown speedways, and surroundings that will resist depreciation . . . were factors considered.

Selection of an architectural style, conservative modern, was dictated by the nature of the site itself, the desire for simplicity, and the ability of such a style to outlive even radical shifts in the architectural tastes of the public. Contrast in exterior design was achieved by deep green stucco, redwood paneling (oil-stained a rich brown), and white trim. Arranged around a court, and separated by a V-shaped corridor leading to the rear of the building, each of the 24 apartments has an "outside view."

In order to sidestep the monotony of identical space allotment found in many apartments, 12 different floor plans were used to vary the size and room arrangement of the individual units. A typical apartment consists of two bedrooms (13 x 13 feet, and 15 x 12 feet), dressing room, a 22 x 13-foot living room, dining room, kitchen, bath. The floor space for the entire building is 27,000 feet.

Living room in the apartment of Spike Jones (of City Slickers and Music Depreciation fame) is decorated in shades of green and soft reds, overlooks main court



Tailoring design to tenant comfort, the Class A basement garages were placed facing the side street for ease of entering and exit. Fully protected by automatic sprinklers, the garages have a floor space of 7,000 feet, and are provided with a Chrysler Air-Temp forced air ventilation. A tunnel connects the garages with the main court to assure dry exit from the building in rainy weather.

Interior finish has been varied by the use of Imperial wallpaper and Stacoat paint. Payne furnaces provide individual unit heat, and the Lockport Cotton Batting Company's rock wool was used for insulation.



Breakfast nook adjoins some of the apartments while others have a separate dining room. These tenants have furnished the room with Early American furnishings

There are 24 apartments with 12 different floor plans in the Glen Crest, Los Angeles. Each apartment has an outside view because of a V-shaped corridor which separates the main center of the building with one on the right. Garage entrances are on side street at right. Wood stucco and brick form the attractive exterior





PHOTOS COURTESY NUROCO WOODWORK

The 26-suite Marie Antoinette apartment hotel recently completed in Fort Lauderdale, Florida, has a striking entrance court and all-glass entry. Note the two vertical picture windows lighting the studio apartments on both wings. The building is owned and managed by Fred Snedden

## • In Florida

By JULE VON STERNBERG

**D**IFFERING radically in design but not in the basic idea of tenant service and convenience is a \$650,000 apartment-hotel, the Marie Antoinette, recently completed in Fort Lauderdale, Florida.

Architecturally the 26-unit apartment dwelling is simply and dramatically conceived. The approach to the building is across a forecourt with center reflecting pool to a low brick parapeted terrace which serves both main and private entries to four ground apartments. Dominating the facade is the entrance . . . a 24-light French door with glass side panels.

Shade from the sun is obtained by thin cantilevered hoods above the horizontal banks of windows. The studio picture windows at each end of the 134-foot front are capped with broken pediments supported on canted out frames.

Two of the ground floor apartments have two-story living rooms with balcony-bedrooms. A top-floor penthouse, served, as is the second floor by elevator, has flanking roof gardens with pools and exotic planting. Vertical picture windows, 9 x 13 feet, overlook the ocean.

Each apartment is completely furnished. Attention has been given to large walk-in closets, and adequate storage space. Pullman kitchens, light-colored appointments, pastel rugs and carpets, woodwork of 6-panel doors with fluted trim make the one to six room apartments especially attractive now . . . and in the future.

One room apartments are living rooms by day, and with the simple conversion of a sofa, bedrooms by night. Room temperatures can be individually controlled; unit heaters are contained in the wood mantels that accent each room. All woodwork in the building is by the Nuroco Woodwork Company.

Incorporating two important advances in post-war building . . . better construction (the building is fire-safe, hurricane proof), and more thought to tenant service . . . the Marie Antoinette has a two story lobby, sufficient space for clerical and maintenance work, and a marine terrace.



This room in the Marie Antoinette serves as an attractive and livable room by day and, at night, sofa-beds are opened to convert it into a comfortable bedroom. Note the handsome wood mantel with decorative fire screen containing an individually-controlled unit heater

This six-room penthouse suite has views of the ocean on three sides, access to two private sun decks. Note jalousies on the balcony doors

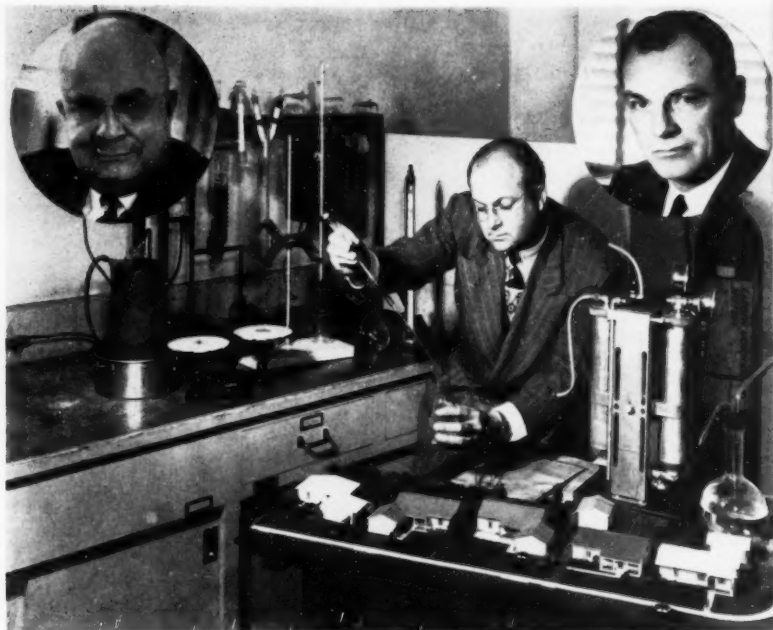




# The Truth About the "House of Tomorrow"

By **JOSEPH H. SCHULTE**  
Director of Research  
Kaiser Homes

**Do you know what "microclimatology" means in planning your house of tomorrow? Better "rear circulation"? Can you name some of the outstanding features or developments in current housing research which may soon be available for even your modest-priced home? The Journal asked Joe Schulte, fast-thinking Director of Research for Fritz B. Burns, nationally known real estate builder, to tell us what new ideas and inventions he foresees which may effect house design and construction in the foreseeable future. You'll want to read this article now**



Combining their keen knowledge of manufacturing, merchandising, and home building, Henry J. Kaiser, famous industrialist shown at upper left, and Fritz Burns, progressive real estate builder at right, have done an outstanding job in practical housing research. Directing this research, from the test tube through extensive development to final testing in the field, is Joseph Schulte, author of this article, shown in the extensive research laboratory of Kaiser Community Homes in California

**S**INCE the end of the last war was in sight leading magazines and newspapers have carried stories about "The House Of Tomorrow." Some of these have indulged in the wildest flights of fancy. They have told about houses which turn on their axes to face the sun, houses which are completely poured from a concrete mixer in a few hours, houses of glass and of aluminum — and yet today almost four years after the end of the war, practically none of these fantastic predictions have come true.

Does this mean that the building industry is stagnant — is not making progress? Not at all. It simply means that progress in the development of new building materials and techniques will follow evolutionary rather than revolutionary methods. Experienced builders have found that regardless of what extremes of styles and innovations people may buy in other lines, when it comes to homes the average individual becomes very conservative. And furthermore all radical departures from the conventional receive close scrutiny

from the most conservative of all conservative business men, the banker or building and loan official, who is slow to approve new ideas.

I have been asked by the editor of the National Real Estate and Building Journal to tell what Kaiser Homes are thinking and doing about the house of tomorrow. Since I have been doing research on this subject for more than five years, I take pleasure in discussing it.

In 1943, Fritz B. Burns, now president of Kaiser Homes, and at that time, as now, one of the largest builders in the country was making plans for the postwar period. He had read many of the articles mentioned above and knew they were ridiculous, but at the same time he knew that many manufacturers had been burning midnight oil in their research departments and he wanted to know what they were developing. So he arranged for me to make a trip all over the United States to talk to dozens of the biggest manufacturers of building materials to get first hand information about their

new products. This was the start of Burns' research work and he has been at it ever since. The famous Post-War House on Wilshire Boulevard in Los Angeles which has been visited by almost one million people since it was built, was the result of that first research tour. The new models which are appearing almost monthly in Kaiser Homes' 2000-home development, Panorama City, are evidence of his practice of continuing research.

Progress on the development of the "House of Tomorrow" can be divided into three elements — Planning — Features — Methods of Construction. I shall discuss each of these in order and tell you what I believe the near future holds in store and then tell you how this research work is reflected in the houses we are building and selling today.

### Planning

Architects, engineers and home-planning experts are exerting a constantly growing influence on the small home. As one builder remarked, "It's easy to design a livable big house but to provide ample facilities for eating, sleeping, entertaining, storage, etc., in a small house — that is a real job." The best brains in the industry are at work on the problem. Locally, the Home Builders Institute has employed three leading architects to design low cost houses; my own firm has retained the services of Wurdeman & Becket, internationally famous architects; the Southern California Gas Company have set up an entire department to constantly study ways and means of designing kitchens which will economize on space and save time and steps for the housewife. These are just a few instances — there are many more.

Some of the specialized work of these planners can be described by a new word created during the last year or so — microclimatology — which means the science of planning with relation to climate or weather conditions. The sides of a house facing south and west, for instance, are exposed to the direct rays of the sun. In warm climates this calls for protection during the summer months which may be achieved by insulating the south and west walls, even though the other walls are not so treated, by use of double-glass windows, awnings, outside venetian blinds which stop heat before it gets into the house. Advantage of solar heat can be taken by proper design of win-

dows and overhangs in some climates. The direction of prevailing winds should be taken into consideration in orientation of the house or compensated for in some way. For example, in certain areas near the ocean a strong wind comes up each afternoon and exposed patios and yards become uncomfortable; similar spaces shielded by houses, garages or solid walls are protected from the wind.

These are but a few examples of how this entirely new science of microclimatology is being developed and used by forward-minded architects and planners to the end of completely controlling the climate inside the house at reasonable cost no matter what outside conditions may be.

Architects and engineers are of course concerning themselves with many other phases of the problem of designing and building really good low-cost houses. They are striving for many things which present no problem whatever in big houses where unlimited floor space is available, but up to now have been almost impossible to achieve in houses of 1000 square feet or less built for the average citizen. Among these are rear circulation, i. e., means of getting to the bedrooms and kitchen without having to go through the living room, convenient and functional room arrangement in which living space is adequate but still does not detract from sleeping and working space, larger glass areas with picture windows in front or rear depending on the view, adequate storage space, and more efficient heating devices.

### Features

Although the above considerations are fundamental and perhaps the most important in building a home, public interest in "features" runs high and everybody wants to know what the future holds in the way of innovations for the new house.

Of course there is no longer anything new about automatic washers, dishwashers, disposal units, dryers, ironers, deep freeze units, and so forth, but it may be news that more and more of these units are being introduced into low cost houses.

But there are many other features which now are or soon will be available to buyers of small houses at reasonable prices. Some of the manufacturers have not yet reached the quantity production and wide distribution which bring

about lower prices, but they are on the way. Among them are:

- Moulded one-piece plastic or steel sink tops and backsplashes with no crevices to catch dirt and which are also stain-proof, rust-proof and burn-resistant
- Inside incinerators which avoid the inconvenience of trips to the backyard and eliminate "smog"
- Automatic closet lighting as the door opens
- Automatic garage doors which open as the car approaches
- Low voltage "Touch Plate" switches and lighting systems
- Quiet and tankless water closets
- Storage wall wardrobes with built-in dressing tables
- More flexible heating systems permitting individual rooms to be heated without heating the whole house
- Mixing valve faucets
- Adjustable clothes lines
- Sliding doors to save space
- Aluminum siding for lifetime wear
- Plastic screens which never rust and never need painting
- Efficient exhaust fans to remove cooking odors from the kitchen
- Double-windows with insulating air space in between
- Aluminum awnings
- Magic Mirror — for front door enabling owner to see caller while caller sees only his own reflection
- Home intercommunication systems
- Aluminum screening which cools and shades

### Methods of Construction

It can almost certainly be stated that the "House of Tomorrow" will not be prefabricated — at least not "tomorrow." I will not go so far as to say that there never will come the time when houses will roll off production lines as automobiles now do, but after having seen our company conduct possibly the largest experiment ever made in the building of wall sections in a factory, I can definitely say that this time is not in sight. I am aware that some companies continue to prefabricate their wall, floor and ceiling sections and also that at least one large producer is stamping out house parts of steel — but these few instances do not alter the fact that the country over, 90% to 95% of all houses produced are and will continue to be in the foreseeable future, built by conventional methods.

(Please turn to page 53)

# MAKE YOUR PROSPECT WANT WHAT WILL SERVE HIM BEST

By JOHN J. WAGNER

Tait & Wagner, Realtors  
Cedar Rapids, Iowa



When the inquirer says, "Give me the number of that house you advertised", answer, "Oh, yes, that's out on the southwest side . . . who is this, please?"

THE sale of real estate requires two sales and unless the first sale is attempted and made, the second will never result. The first sale is the sale of yourself and of the organization you represent. This is the sale of your ability and equipment to serve and of your intent and desire to serve the customer to his own best interests. Now you can't simulate that desire to serve. You're no actor. If you were, they pay far better wages in Hollywood than you could earn in the real estate business. Your desire to serve must be real and genuine. It must be an actual submergence of your personal interests and of your desire to earn a commission. A submergence that places the customer's interest paramount.

In our conversations with our customer we must strive to talk in the customer's language. And to talk TO him, not DOWN to him. I think sometimes we fail to realize that the customer is a stranger to our language so we go along glibly, talking the things which we know so well but which to him are not readily comprehended. Or we talk down to him in a patronizing manner which only serves to infuriate him.

I like to watch a customer's eyes and his manners. If I see his eyes glaze over or a far away look come into them, I know he is not get-

ting my message so I stop and ask him. "Do you get what I mean?" No, I don't do that because I might as well add, "Ya dumb cluck." So I say, "I don't believe I'm making myself clear. Now when I say anything that isn't clear to you, I wish you'd stop me and ask me to explain. Now if I came down to that machine shop where you're working on that big lathe, I wouldn't know the first thing about what is going on. I wouldn't know which wheel did which or what the result would be when they didn't. And I'd have to ask questions of you. You are an expert on that machine and I'm a perfect ignoramus." Build him up, see? Expand his ego. Show him what a big shot he really is. He will glow with pleasure. Then say, "Now I think I'm an expert in the real estate business. I sometimes think that this work of ours becomes so familiar to us that we overlook the fact that many of the things that we do or say are unfamiliar to you. So when I fail to make myself clear, I want you to just stop me and ask me to explain. I do want you to get my message." And so we try to talk simply with the language and in the terms familiar to everyone.

A plumber experimenting with hydrochloric acid found that it did a splendid job of cleaning out clogged drain pipes. In his elation,

he wrote of his discovery to the Bureau of Standards. The Bureau replied, "The efficacy of hydrochloric acid is indisputable but the corrosive residue is incompatible with metallic permanence." The plumber gratefully replied, "I'm glad you agree with my discovery." Immediately the Bureau of Standards replied, "We can not assume responsibility for the production of toxic and noxious residue with hydrochloric acid and suggest you use an alternative procedure." Again highly elated, the plumber replied, "I'm glad the government thinks that I've got a good idea." In desperation, the Bureau broke down and wrote the plumber in plain Anglo Saxon language, "Don't use hydrochloric acid. It eats Hell out of the pipes."

Why do we organize in local boards, state and national associations and institutes? Why do we get together in meetings and exchange our ideas and share our business practices? It's because we have a pride in our business. We're proud of the public respect, trust, and esteem which our cooperative efforts have brought to this important business of ours. So we're jealous of that good reputation and we're just as much concerned that it be not marred by an associate or competitor as by ourselves. Oh, I know how the customer sidles up



Don't say, "Do you get what I mean?" Say, "I don't believe I am making myself clear."



Don't say, "No, he hasn't come in yet this morning." Say, "I'm sorry, but he's not in just now. May I have him call you when he returns?"

to tell us of some sly deal or of some incompetent or felonious act attempted by our competitors. They do that today just as they did 40 years ago. Forty years ago we smiled smugly, shrugged our shoulders, and perhaps even muttered, "Well, what did you expect?" But now we are concerned. We know that bad news about our competitors is bad news about our business and that it is only a step until it is bad news about us. We know, too, because we know him well, that it is not usually the competitor that is to blame, but that it is a case of misunderstanding or misrepresentation by the customer.

**So in pure selfish interest,** we strive to put the customer straight, to convince him that our competitor's intentions were honorable. We believe, with the ancient Chinese, that he who throws mud loses ground. Thus we strive through cooperative effort to maintain and enhance the public's respect and confidence in our business.

## Measure the House

**FIFTY** percent of the potential sales that are lost are lost before the customer appears on the horizon. They are lost because the salesman doesn't know the property which he is attempting to sell. There is an old saying, if you are

going to teach your dog tricks, you've got to know more than the dog. Similarly, if you're going to sell real estate, you've got to know more about that real estate than anyone else, even the owner.

**That knowledge is gained** by doing a thorough job in listing the property. I once heard a sales manager say that he could make a complete inspection of property in three minutes and he never let the owner catch up with him and delay him in his tour of inspection.

Loan appraisers are not so adept. They are not content with a fleeting, visual survey. They measure it up, compute its reconstruction cost, and note carefully its accrued depreciation. But the lending institution is only concerned with 50 to 75% of the valuation. Twenty-five to 50% of the value may be lost before the lending institution's investment is imperiled. But your buyer is investing 100% and the first dollar of loss is his and his alone. How then can we hope to advise our customers, unless we know what we are talking about? I like to know as much about a house as though I were investing my own money in it.

**And so we measure up a house,** compute its square foot or cubical content, apply the proper cost of construction and thus determine reproduction costs. Then by visual

observations and by knowledge of the accrued age of the structure, we determine the accrued depreciation and by this process determine the sound value of the property. The immediate market value or the value to a customer may be other than this sound value but we have established a firm anchor to which we can tie our conclusions.

In making this survey, we measure the size of the rooms. We want to be able to tell the customer the exact size of each. With this he can make factual comparison with the rooms in the home he now occupies. If he thinks a certain room is too small or too large for his use, we can tell him that it is so many feet and inches larger or smaller than the room he now occupies. He can thus definitely visualize how his furniture will fit into that room.

**In making our survey,** we are keenly aware that 87% of the impressions come through the eye and so we survey the property for the little defects, knowing full well that these defects may readily catch the eye of the prospective purchaser.

We are thus prepared for his every reaction and are thus able to minimize his objections or inform him how they may readily be cured. We thus know everything that there is to know about the





EWING GALLOWAY PHOTOS

Measure the rooms of the house you have to sell. Then fit him and his furniture into that house . . . Let him think, let him talk . . . Let him mentally note features

property which we hope to sell. Some brokers go even farther. They carry along an eraser and when they come to the serially numbered equipment, they reach down, scrub off the serial number and note it down. When the owner accompanies the broker on his inspection trip, this usually provokes the question, "What are you doing there?" The answer: "I'm taking off the serial number of this fixture so that I can determine its exact age. You know we frequently have the objection raised that certain equipment is partially worn out. I can thus assure my customer how many years of use the fixture has had and how many years of use he may anticipate remains."

This is getting factual information that can not be challenged by the purchaser. But it goes a step farther. It convinces the owner that we are genuinely endeavoring to inform ourselves of everything there is to be known about the property and when we later bring him an offer, which in all probability will be less than his listing price, he knows that we know everything that is to be known about the property, and when we suggest that he accept our offer, he will probably entertain our suggestion with respect.

### Marketable Listings

**H**OW to get listings at a marketable price? That is a serious and important question. Everyone is still reaching up into the

clouds hoping to benefit at the maximum of the lush market of the last several years. We tell them we cannot blame them for endeavoring to get the maximum price for their house but we also tell them that to place the price too high will result only in pricing the property out of the market so that it is impossible to generate even that initial interest necessary to persuade the customer that he should look at and consider the property. We tell them also that when the broker quotes an extravagant price, clearly beyond the bounds of reason, it makes him ridiculous and destroys that carefully nurtured confidence so necessary to be maintained in the mind of the buyer. And then we use a homely illustration, "If you want to catch mice, you've got to put the bait within smelling distance."

How many times does someone in your organization attempt to interest a customer in a property which he himself has never seen? Take a poll of your organization and include yourself. You'll be surprised and you'll find that some of your staff attempt to remember the property from several years back. Others rely only on the information contained in the listing. Now I maintain that no one can do an intelligent job of attempting to interest customers in a property unless he has freshly in mind every detail concerning that property.

Many brokers insist that each salesman in their organization view the property immediately after it

is listed. In the case of the medium-size and large organizations, in order to relieve the owner of the trouble of several preliminary inspections of the property but for far more important reasons of insuring that everyone in the organization actually does see the property, arrangements are made for regular weekly inspection tours. At this time the entire sales force proceeds in a body to each property listed during the previous week and makes a thorough inspection. Each salesman notes from his inspection his personal opinion of the present market price of the property. On the next day the members of that sales organization meet in conference and discuss their opinion as to the market price and compare them with the estimate of actual value determined by survey.

Out of this conference results an estimate by the organization of the probable price at which this property may be marketed in the day's market. The results of this conference and the computation arrived at by the survey are reported to the owner who thus is appraised of some of the probable difficulties which stand in the way of a sale. If his price is too high, and it probably is, seed is thus sown for the submission of an offer at less than his listed price.

### Getting Their Name

**N**OW we have our preliminary work done. We have our merchandise on the shelves. What about the customer? The first contact of course is with the girl who answers your telephone. What does she say to the caller who rings before you are down in the morning? Does she answer, "Naw, he ain't down yet?" If she does, kill her or cure her. Perhaps you were out until midnight working on an important deal. There is every reason why you need a little rest in the morning. But the person who rings your telephone doesn't know that. She thinks you were out all night drinking and playing poker and that you are a lazy louse anyhow while she, poor woman, has been up since early morning, getting the kids scrubbed, breakfasted, and off to school. Have your girl say, "I'm sorry, but he's not in just now. May I have him call you when he returns?"

But the most important factor is in your hands or in the hands of your sales force. You have advertised for one specific purpose. That is to contact a prospect whom you



### Getting the Inquirer's Name

**C**OMMONWEALTH, Inc., realtors of Portland, Oregon, are finding that they get the name of the person who telephones in to inquire about an advertised property, by having the salesman answer the phone, "Hello, Jones speaking."

"Since we have used this method," C. R. Walstrom, sales manager, says, "we have almost eliminated the problem of establishing the prospect's identity. I would guess that we get his name nine times out of ten now. It's like shaking hands with a man. When you say, 'My name's Walstrom, how are you?' you invite him to introduce himself. We are introducing ourselves by telephone."

may be able, by salesmanship, to interest in some property which you have for sale. So you want to find out who's calling and what his address is. And he doesn't want to tell you. He doesn't know you yet and he's afraid that you're one of those chaps who is interested only in making a commission and that you don't give a darn whether or not what you unload on him will fit his needs, or if his pocketbook is able to carry the load.

And so he says, "I'd just like to drive by and see whether or not I might be interested. Give me the number of the property." We ourselves have been responsible in the last few lush years for a great increase in that "drive by" procedure. Many brokers, either because they were under great pressure, or because things were coming so easy that they didn't have to work anyhow, have suggested to the prospect, "Why don't you drive by and then if you're interested, come in and see me and I'll see whether we can get it for you."

Well, that sort of mail order salesmanship isn't going to do the job from here on. So if we are going to exercise our art of salesmanship, we have to become acquainted with the customer and to do that we have to get his name and where he lives. Oh, I know what we used to do. When the customer called up and asked for the number of the property which we were advertising, we didn't answer, we asked a question ourselves. Frequently our question was a rude, "Who is this?", forgetting even to add a "please." The question and the tone of our voice betrayed our thoughts, "I know you, you so-and-so. You want to get the number of this house so you can go and talk to the owner and buy it behind my back, steal my commission."

Now if you had invited me to your house to spend the evening, you might just as well greet me by slapping me across the face, and

saying, "What do you want?" You've invited this customer to ring your telephone. When you fail to answer his civil questions which you've invited him to make, you're slapping his face. Oh, but if you give him the answer, he'll say, "Thank you," and hang up and then your advertisement is lost and you have failed to make the contact so essential to the initiation of your sales effort. And so we answer the question which we've invited him to ask, but only partially.

And we say, "Oh, yes, that's out on the southwest side." We've fulfilled our obligation. We've an-

swered the invited question and now before he can follow with a second question, it's our turn and we say in an interested, friendly manner, "Who is this, please?" Because you have not invited distrust by distrusting him and have displayed interest and friendliness, he usually answers.

Sometimes he'll say his name is "Smith," but don't display your distrust by saying "What Smith?" Say, yes, Mr. Smith, that's on 16th Avenue Southwest and where are you living now Mr. Smith?", with a rising inflection of friendly interest. And he will usually tell you, at least the street on which he lives and then you locate the home in relation to the home which you have to sell and the home in which he now lives, east, west, north or south, nearby or across town. And because you are orienting the inquired of property to his own residence, you may then inquire, "What number are you living at, Mr. Smith?" And he'll tell you.

You now have that coveted thing, his name and address, and you may now answer his first question. Say, "Would you like to have



When he says, "I want to think it over," you should help him think it over. Say, "Now you've seen several houses. Let's look at this house again and refresh your memory on how well it fits your needs." Now correct any erroneous impressions



Now is the time to calm your beating heart. Discuss each detail as you write it down. Read it over to yourself. Re-write it if necessary. Have him read it over thoroughly

the number of the property, Mr. Smith?", and then give it to him. You have now that for which you spent your advertising money, his name and his address. Better still, you've established a friendly contact. He feels that you're human.

When you next say, "Mr. Smith, I have a number of other properties on the list, some of which might meet your needs, but before I can discuss them intelligently with you, screen out those which clearly wouldn't suit you, I need to know more about your requirements. I'd like to find just the property that will exactly fit your needs. Won't you let me come out to your home and talk to you and your wife? I'll bring my listing book and we'll discuss what I have and what you need and I can thus intelligently determine the properties that are worthy of your inspection. That will save a lot of time for you and avoid the confusion of showing you a lot of properties that are entirely unsuitable anyhow." You thus make that important and necessary appointment to secure the preliminary information so essential as your guide before you start showing the prospect property.

## A Customer for Everything

**M**ANY real estate men who are so inept or so indolent as to fail to get this preliminary and necessary information wail, "How can I tell what the customer wants? He said he wouldn't have anything but a bungalow, a new one, and he bought an old two story house. I swear the customer never honestly tells you what he wants!" Of course he doesn't because he doesn't know himself. It's up to you with your knowledge and skill to find out what he wants and tell him.

How can you tell what he wants? I'll tell you. Put on his shoes, marry his wife, become the father of his children, think his thoughts, be him, then you'll know what he wants and that which will best serve his needs. There's an old doctrine of salesmanship. That is, making the customer want that which you have for sale. I don't think that's salesmanship in the real estate business. I think real estate salesmanship is making the customer want what will serve him best. Your desire to make a sale

must give way to the customer's betterment.

There is a customer for everything. Perhaps the property is one that you wouldn't be found dead in. If you have carefully appraised your customer's needs and viewed the property through his eyes, you may find here the ideal property to fit his needs and his capacities to own. Salesmanship begins when the customer says, "No." Too many salesmen exclaim, in a burst of relief, "Thank God, there's another deal closed."

I read once in a national magazine of a very successful man . . . successful in his chosen profession. For many years he had lived at the best hotel, was a member of the best clubs, was seen in all the hottest night spots and generally enjoyed life. He had a fixed policy, thoroughness. Spent days, weeks, sometimes months, before attempting a job. He was a second story man and it was only when he relaxed temporarily his policy of thoroughness that the law caught up with him.

The second story man only hoped to purloin the family silver, or pick up the loose change that was around the house. You are attempting to get your customer to invest his entire life's savings or to assume an obligation that may require years of effort to discharge. How much more important, therefore, is it that you analyze your prospect, that you get his confidence, that you convince him that you don't have two horns and a tail but that you are genuinely concerned as to how you can serve him best.

## Ability to Pay

**O**NE of the first things that a real estate man must know about his prospective customer is how much he earns because the rate of his earnings determines the maximum amount which he should invest in a home and to a large degree the social strata to which he belongs. If the purchase will require some sort of financing, and most of them do, it is worse than useless to show a man a property beyond his financial capacity. That is to say, if the prospect earns \$2000 a year, he can't finance a \$10,000 house. The rule employed by many lending institutions that a man should not own a house that costs more than 3 years gross income is a good one for real estate salesmen to remember.

You make a man want a house that is beyond his financial capacity and what happens? He goes to the financial institution to get a loan. The first question they'll ask him is how much do you earn? And when the lending institution finds that the purchase would be financially burdensome to the prospective borrower, they won't tell him that. Oh, no. They won't incur his displeasure by telling him he's not a good risk. Instead they will blame the property and say, "We wouldn't loan you that much on that property."

That throws the ball right back in your lap. He immediately concludes that you have been trying to hang something on to him that is badly overpriced. So you fume and fuss and say, "That blankety-blank banker — he won't loan on anything but gold dollars for security. And he doesn't know what real estate is worth anyhow." Put the blame where it belongs . . . right on your shoulders because you should have so informed yourself in the first place that you would not have made the customer want that which he did not have the ability to own. And what else have you done? You've given the prospect a champagne appetite when he had a beer pocketbook and the chances are that you never will sell him anything.

Then you've got to find out how much equity money he has available. And some real estate men inquire brashly, "How much have you got to pay down?" Then the customer shrivels up into his shoes and says weakly, "Well that depends upon the property." It doesn't depend upon the property at all. He has just so much regardless of the property. But the nature of your inquiry is such that he thinks if he discloses that he has only \$2000 to pay down that we will think he is a sort of a worthless pauper. Instead we ask, "How much would you like to pay down?" The implication being that he has barrels and barrels of money down cellar and it is only a question of choice with him. Then he will proudly proclaim, "Why I want to put \$2000 down." Now until you know these two things, how much he earns, how much equity money he has to invest, you are wasting much of your time and of your effort in trying to interest him in a home which, after all, he may not have the capacity to own.

And then there are other things that we must know about the

customer. Where does he work? That determines not only his social standing but will determine in great degree that part of town which will be most desirable to him. You need to know the size of his family; whether or not any of the children are employed and where; you need to know their age and sex because that determines the size of house which will fit their needs; you need to know the social aspirations; the church of their preference, and such other intimate details of their home life as will be influential in their choice of a home. Then when you have that sort of information, you can intelligently relate a prospective new home to their needs and desires.



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## Showing the Property

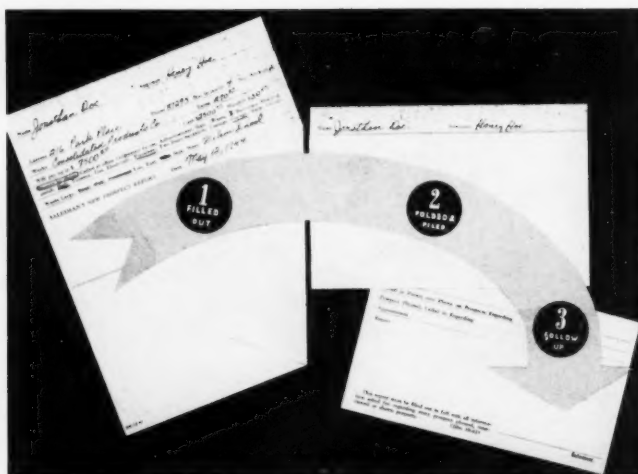
**N**OW how best to create the desire to own the home which fits the customer's needs. That means showing him the property. It has been many times said that the first impression is the lasting one. Therefore, if you are to excite interest and create desire for the home the approach is of importance. Certainly the customer is going to live in the home but he is also going to live in the neighborhood, so he is interested in the neighborhood surroundings. He'd like to live among homes that are a credit to his station in life, a district of which he can be proud, one of which his friends may possibly be envious. He is even more interested in the neighbors because those are the people with whom he is to associate. Theirs are the children with which his children

will grow up. So besides pointing out creditable homes in the neighborhood or in the path of approach, tell him who his neighbors will be, particularly if they are people of whom he knows, people at or above his station in life but not too far above, people who are similarly employed or who have similar social and religious aspirations. People live in and become a part of a neighborhood. They are not happy if the neighborhood is alien to their plane of living.

I had this well illustrated by a family with whom we had done a great deal of business. We had bought and sold for them several times. They had prospered. Finally we sold them a home in a very nice neighborhood. It was clearly an achievement far beyond their previous scale of living. They expressed happiness as they said, "This is the kind of a home we have always wanted. This is the kind of a neighborhood we have always desired. We're fixed for life. We're never going to move again." In a matter of weeks they were back, listing the home for sale. I said, "How come? You told me this was to be your home for the rest of your life." And they said, "No, we're not happy there. We find we don't belong in that community. They're not our kind of people. We want to sell out and get back to the more modest neighborhood among friends of our own kind."

Now when you are showing the property, it is important that YOU do the showing. Some owners, proud of their homes, like to take charge and show the customer through and tell him all about the fine points of the property. But you are the one who has made a study of the customer's needs and desires. You are the person, you are the **ONLY** person, who knows thoroughly and completely the points which should be pointed out to the customer if his interest is to be aroused and cultivated into desire.

And in showing the property, point out the bad points, as well as the good. He's going to see the bad points anyhow and if you fail to point them out or seek to direct his attentions elsewhere, the carefully nurtured confidence which you have been building up in his mind will be blighted and he can only conclude that you are trying to mislead him or pull the wool over his eyes. But when you point out the bad points, you minimize



Salesmen of Tait & Wagner fill out a prospect card on making their first contact with a prospect. It folds like a miniature correspondence folder, to size 6 inches by 4 inches, bearing the names of prospect and salesman on exposed tab. Salesman enters as much information as possible: prospect's name, address, telephone number, place of employment, amount he will pay for a home, down payment and monthly payment, and other details. Within five days salesman contacts prospect, files final report

them. You show him you are not afraid of them, and when you intelligently point out the cure or point out the overbalancing good points, the effect of the bad points evaporates. Especially is this true if you have enumerated the worst of the bad points before you show the property, before you point out the bad points. Then when he sees just what you have been talking about, he finds them far less important than he had anticipated.

I once heard of a brilliant salesman. He was a VERY brilliant salesman. He proclaimed the fact. He had for sale a vacant house. (You know we used to have vacant houses and we'll have them again sometime and not too far away.) This was an old house in rather poor condition. The basement was badly infested with rats. Whenever he tried to show the house and took his customer down in the basement, the rats would scurry back and forth across the basement floor and of course the customer was disgusted. The salesman decided to do something about it. He went and got some empty 5-gallon oil cans and placed them on the cellar stairs just inside the door. Then when he pushed open the cellar door to go down cellar, the cans would go clackety-clack down the stairs to the basement floor, the rats would hurry to their homes and when he got down there, no sign of rats. Oh, he was a brilliant

salesman! No, I don't think so. The customer who bought that house found out sadly that the day it was shown him there may have been no four-legged rats in the basement but there certainly was a two-legged one and he never failed thereafter to tell his friends and everyone who would listen. How much better had the salesman insisted that his owner clean up the place. If he couldn't get the owner to do it, why not buy a quarter's worth of rat poison and get rid of the rats or else refuse to show the property at all?

Your customer is going to live in this house. It's difficult for him to see just how it will appear when he has taken possession. So fit him and his furniture into the house. Show him where the davenport could be placed; where that big arm chair would be, how the bedroom will fit his twin beds. Thus he visualizes himself as already in possession of the property with his own things around him. He sees himself sitting in his favorite chair in that well lighted corner. It's already home to him.

Many real estate men seem to think that they have to talk all the time. They have to be telling the customer something about the house. Let him look at it. Let him have a little mental freedom in order that he can mentally note those things which will interest him. Watch his eye. Note the

things on which his eye lingers because those are the things which interest him and which are being fixed in his memory. Thereafter you can restress those things in your sales talk and refresh his memory and reemphasize his interest in the property.

Above all, get him to talk. You want to know what's going on inside of that head of his. You'll never find out if you do all the talking. You know when the old tom cat is sitting at the mousehole to collect his daily rations, he doesn't purr, he just sits there and looks and listens. That gets results. If the house is finely finished, rub your hand over the woodwork, remark how well finished it is. If later he brings back other members of the family to see the house, you'll find he will imitate you. He will call their attention to the woodwork and he'll place his hand on almost the identical spot where you placed yours and comment on how well finished is the woodwork.

## Help Him Compare

I THINK generally we are afflicted with impatience. We expect the customer to make up his mind right now. That may be a particular failing right now because we have been through these lush times when the customer had to make up his mind instantly. But the customer is making a serious decision — one that will affect his entire lifetime. This unquestionably is the best possible house for his needs but he doesn't know it and he's not entirely convinced that you do. So you get to show him other houses for comparison, in order that he can explore the market and determine for himself that this is in fact the best possible house to fit his needs. And if you fail to give him these reasonable comparisons, he's going to fail to get them. He'll go to your competitor with the possible result that the competitor will get the sale.

We must at all times be cautious that not only do we say the right words but that by these words we create the right impression. And when we find that the customer is getting the wrong impression, the wrong understanding of what we are saying, we must quickly correct it. This is especially true, if as is frequently the case, his impression is favorable to the cause. Yes, it's a real opportunity in salesmanship because by correcting any erroneous impressions that would favor our cause, we build higher



the pedestal of confidence so that the customer says, "Here is a man who will not take advantage but is honestly and sincerely determined that I shall understand the truth." It is not what we say but the impressions we create that are really important.

## Suggest a New Angle

**H**OW many times have you felt that you had to make some excuse when you wanted to follow up your prospective customer? So you sat and stewed and finally you decided that you would just sneak up on him. You went down to his place of business and said, "I was just down this way and thought I'd see whether or not you had thought any more about that deal we were talking about." He's busy. He doesn't welcome your interruption. If you haven't got something important to say, he'd rather not see you.

How much better to say, "I was thinking about that deal of yours. I had a new idea on it. I wanted to tell you about it, give you a chance to think it over. So I made a special trip down here just to see you and tell you about this new angle." Of course he'll stop what he's doing and listen because you have been thinking about him. You've been doing something constructive to help him reach a conclusion.

Even the best of us are thoughtless in the use of words. I was at the desk of an excellent salesman one day listening to his conversation with an owner. The owner's price was high and terms were stiff. The property wasn't selling and he was trying to get the owner to make a better deal so these were his words, "Mrs. Jones, if you would make more meagre terms..." Meagre, insufficient, dangerous, hazardous — of course she wouldn't make more meagre terms. What he meant to say was, "If you would make more attractive terms." This good salesman didn't make many mistakes but the use of one wrong word effectively barred the favorable action which he hoped to accomplish.

Now you've shown the property. The customer wants it. It fits his needs. He has the capacity to own it. And he wants to think it over. He doesn't want to decide right now. I think he should think it over. This is an important transaction involving his entire life's sav-

ings or many years of thrifty living in order to complete the payments. Unfortunately in the last year or two he hasn't been able to think it over, because when he did some other person bought the property. But it's different now and when he wants to think it over, I think we should approve. I don't mean we should let him get away. We should help him think it over. Let's say to him, "Now you've seen several houses. I think you ought to go and look at this house again in order that you can refresh your memory and see just how well it fits your needs." You've done two things. You've shown him that you want him to give full consideration and that you're not afraid that when he looks at the property again, he'll find something that doesn't suit him.

And then he wants to offer less than your price. If your listing is a good one, perhaps you know that not a dime less will buy it, but he doesn't know that. Regardless of how much confidence he has in what you say, he may feel that perhaps you don't know it either. So I think it's the customer's privilege to explore the market, to determine for himself the price which you quote is in fact the least dollars that will buy the property. And so we tell him we will take his offer even though in the same breath we assure him that the owner will not accept it. Then when the owner turns it down, we've got to get the offer up.

Oh, I know he's been indulging in wishful thinking and he thinks because you took the offer in the first place that you are reasonably certain that the deal will go through. Now when you come back and tell him that what you prophesied is true, that the owner won't take it, he's keenly disappointed and he doesn't want to raise his bid. You've got to get \$500 more. You ask for a \$500 raise? No. That's important money and so you say to him, "Mr. Smith, this house fits your needs. Your wife likes it. The children love it. You'll be among the kind of people with whom you like to associate. But you can't buy it at the price you've bid. If you want it, it's going to cost you three cigarettes a day more to own it." The price of three cigarettes represents the interest on the additional purchase price which he must invest. Is he going to deny his family this home which pleases them so well so that he may smoke three more cigarettes per day? Certainly not.

## Closing the Sale

**N**OW the customer has decided he wants the house. All that remains is to write up the contract and it is at this point that many real estate men get buck fever. The victory is in their grasp. They fear that lightning will strike or the earth will open up and defeat their victory before it can be made secure. They break out in a cold sweat, their hands tremble and the customer can not fail to see that they are afraid and the customer is puzzled. The fear is transmitted to him and he begins to wonder if he has made a mistake. "Should I think it over some more?"

Relax, lean back in your chair, take a deep breath, still your beating heart. You've done an honest and thorough job and you've done it well. Sit down calmly to prepare your offer. Discuss with the customer each detail as you write it down. Watch his eyes and see that he understands and assents. Express every condition clearly so that there may be no misunderstanding. Then after you have completed the document, lean back again, read it over carefully yourself. If you see any needed clarifications say, "I didn't express this quite clearly. I must correct it." And do so. Perhaps you may find that the entire paper should be rewritten. Don't hesitate... say so. Clear it up. Say, "I must rewrite this to express it more clearly."

And don't be scared. The customer sees that you are calm and collected, that you have an earnest determination, that the paper which you are going to ask him to sign shall fully and completely express his intent, and when you finally pass it over to him, so complete is his confidence that in many cases he will reach for the pen without reading it. Don't let him sign it yet. Say, "No, I want you to read it over thoroughly. I want to be certain that I have fully set forth your understanding." And when he has read it through and sees that it so thoroughly and completely expresses his purchase proposal, he'll take the pen and put his signature on the dotted line and you've now reached the time when you can think about your commission because it is yours and you've earned it well.

Watch the June issue of the Journal for the first in a series of selling articles by Earl B. Teckmeyer.



#### Exterior

1. Is the condition of the front and rear lawns bad, fair or good?
2. Do you keep the shrubbery and lawns properly cut and trimmed?
3. If there is a lawn fence, are there any loose wires, and are the posts in good condition and painted?
4. Do you keep loose papers and leaves and rubbish cleaned up on lawn and around the front, rear and sides of the building?
5. If there are flower beds or urns, do you keep them properly watered, weeded, etc.?
6. Are there any dead limbs on trees?
7. What condition are the sidewalks in to and around the building?
8. Are sidewalks broken or sunk so that in places pools of water will stand?
9. In regard to cement flashings from the walks to water table are there any broken away?
10. Are there any broken curbs?

#### Brick and Stone

11. Does the front of the building need cleaning?
12. Does the building need tuck pointing?
13. In what condition is the coping?
14. Are the brick chimneys in need of pointing?
15. Do you keep the lower part of the walls clean such as washing off chalk marks, etc.?

#### Window Openings

16. Are the sashes and frames in need of paint?
17. Does the building need caulking?
18. Do the windows and doors need weather strips?

#### Entrance Doors and Kick Plates

19. Do you keep the glass in entrance and vestibule doors washed, and how often do you wash them?
20. Do the door checks on the entrance and vestibule doors work properly and do they squeak?
21. Are there any loose door knobs on any door?
22. Do the front doors require a new coat of varnish or refinishing?
23. Are the kick plates and nail boxes in good condition and polished, and how often do you polish them?
24. Are the street numbers in good shape?

#### Door Signs

25. Are the door signs made out neatly and are they kept clean and changed frequently?

#### Rear Porches

26. Do they need repairs?
27. What is the condition of the paint?
28. How often do you sweep these porches down?
29. How often do you hose them down (weather permitting)?
30. Do you wash out the garbage pails with hot water regularly?
31. Is there an accumulation of rubbish, old lumber, sweepings, etc., under any porches or areaways and how often do you clean under the rear porches and areaways?
32. In what condition are the gutters and downspouts?
33. Is the roof in good shape and are there any bare spots or cracks and are the flashings in good condition?
34. Does the metal framework of the skylights need paint or repair?
35. Are there any cracked or broken lights in the skylight?
36. How often do you wash the glass in the skylight?
37. Are there any radio aerials on the roof? Are there any aerial lead in wires dangling in front of the building?
38. If there are light courts or shafts do they require white-washing?
39. Are there any papers or rubbish at the bottom of these shafts?
40. If any, in what condition are the metal cornices?
41. Do the rear or side fences need repair or paint?
42. If there are any private garages do the roofs, gutters, woodwork or doors need repairs?

#### Basement

##### (Laundries)

43. How often do you sweep the floors in the laundries?
44. Do you hose them at least twice a month?
45. Do the walls and ceilings of the laundries and basement need replaster?
46. Need whitewash?
47. Are the laundry stoves clean?
48. Do they need paint?
49. Are there any leaky tub faucets?
50. If there are any toilet rooms in the laundries, how often do you clean them?
51. Is there any escape of sewer gas in the basement?
52. Do the catch basins need cleaning?

##### (Boiler Room)

53. Is there any accumulation of rubbish or junk in the basement?
54. Have you anything stored on the steam or water pipes?
55. Is there any rubbish in any other part of the basement?
56. Do you sweep clean and hose at least once a week in the boiler room?

## A Property Manager's Questionnaire for Apartment Janitors

This questionnaire, devised some years ago by a Chicago property manager for use among his own apartment building janitors, has never been improved upon, so far as we know. Its language is simple and understandable, the information that it asks is pertinent and easily obtainable, the conclusions that it leads to are direct and logical. If you have your janitors read this list of questions, they are certain to learn something about good operation even before they try to supply any answers about their particular buildings. And a perusal of this list may recall a point or two now escaping the attention of experienced property managers

57. Do you allow coal to lie around the floor in the boiler room or do you sweep it back in the coal pile?
58. Do you allow wood to accumulate in the boiler room?
59. Are there any combustible articles allowed in the boiler room?
60. Do you burn your garbage immediately after collecting each day?
61. Do you allow garbage to accumulate in the boiler room?

*(Boiler)*

62. Are the flues in the boiler kept clean? Are there any leaky tubes, valves, diaphragms, and flange unions?
63. In what condition are the grates?
64. Is there an accumulation of ashes in the pit?
65. Is there any pointing necessary on the brick work?
66. During the summer months, is the boiler thoroughly washed out and combustion chambers cleaned?

*(Hot Water Heater)*

67. Are there any leaks in the heater?
68. Is there an accumulation of ashes in the pit of the heater?
69. Are there any leaks in the hot water tank?
70. What is the condition of the asbestos, if any, covering the pipes?

*(Fuel)*

71. Are you getting a good grade of fuel?
72. Do you have any trouble with the fuel?
73. Is there any old furniture, trunks, boxes, etc., or anything belonging to the tenants in the basement other than in the locker rooms?
74. What time do you bank the fires at night in heating season?
75. Do you get any complaints from tenants about the lack of heat or hot water?

*(Windows)*

76. How often do you wash the basement windows?
77. Is there any broken glass in the basement windows?
78. Are there any mesh wire screens for your basement windows?

*(Refrigeration Units If Any)*

79. If there is a refrigerator unit in the building, are the motors oiled and greased regularly?
80. Are the refrigerator units placed in a locked room, removed from coal dust and dirt and are they accessible to outsiders?
81. Are there any old ice boxes, gas, lighting or plumbing fixtures in the basement?
82. Do you keep the basement doors and windows securely locked?
83. Do you take the screens down in the Fall, wash them, rewire and repair them and paint and cover them so as to protect them from dust, etc.?

**Interior**

*(Vestibules)*

84. How often do you clean the floors and steps of the vestibule?
85. Do the walls and ceiling of the vestibule need cleaning and decorating? What is the condition of the marble slabs, steps and risers of the vestibule? Do they need repair?
86. Is the door mat worn or frayed? Do you keep the vestibule doors clean and free from finger marks?

*(Mail Boxes)*

87. What is the condition of the mail boxes? Do they need repairs?
88. Are these mail boxes old and dilapidated or are they the new Government boxes?
89. Do you remove pencil markings from the walls or on the edges of the mail boxes?

*(Stair Hall)*

90. How often do you vacuum or clean the stair carpet?
91. How often do you clean the woodwork so that it is clean and free from dust?
92. Do the halls need redecorating?
93. Do the stair carpets need relaying and cleaning?
94. Are the stair carpets too badly worn to clean and relay?
95. Are there any cob webs around skylights?
96. Do you remove if possible without spoiling the decorations, pencil marks from the walls in stair halls?

*(Rear Halls)*

97. If your building has a rear hall, how often do you wash and scrub the steps and landing?
98. What is the condition of the paint or calcimine on the walls and ceilings of the rear halls?

*(Windows and Shades)*

99. How often do you wash the hall windows? Are they clean now?
100. Are the window shades in the hall windows clean and in good condition? Are they kept drawn evenly?

**Window Signs**

101. Are the window For Rent signs dirty or soiled?
102. Are these signs hanging squarely in the window so that they may be read easily from the street?

**Lights**

*(Light Fixtures)*

103. What condition are the light fixtures in the vestibules and halls?
104. Do you keep these fixtures washed and free from dust and grime?
105. Do you keep the halls properly lighted at night?

**Access to Vacant Apartments**

106. Does the door sign direct prospective tenants clearly and correctly?
107. Do you live in this building?
108. If no, how far do you live from the building?
109. Are prospective tenants directed to a tenant in the building or to the Agent or where do they get the keys?
110. Are the keys properly tagged?
111. When the apartment is vacated by tenant, do you get the keys?
112. In vacant apartment do you keep the floors and window sills in a clean condition at all times?
113. Do you remove from the apartment anything left by the previous tenant?
114. How often do you wash and clean the toilet bowl, tub, lavatory and sink?
115. Are there any leaky faucets or flush tanks in the vacant apartments?
116. Is the gas range in a good clean condition and ready for immediate use?
117. Is the gas range old, worn out and beyond repair?
118. Do you wash the refrigerator inside and out?
119. Are there any missing ranges or refrigerators in vacant apartments? If so, how many?
120. If the exterminator has been at the vacant apartment, do you remove all traces of roach powder, etc., within a day or two?
121. Has the apartment been decorated and ready to show prospective tenants?
122. If the floor of the vacant apartment has been varnished, do you place building paper across the floors? Report here if in your opinion there is anything that should be removed from the apartment to make it more rentable.
123. Report here your recommendations for the quick renting of the apartments.
124. How many apartments vacant in the building now?
125. What condition are the lighting or other fixtures in, in the vacant apartment?
126. Have the window shades been cleaned and turned and rehung and worn out ones replaced with new?
127. Are you in need of any supplies?
128. Do you get prompt, efficient service from the janitor supply house?
129. Have you any complaints, on any one of the mechanics who work in the building?
130. Are you receiving full union scale janitor's salary?
131. If you occupy the janitor's apartment in the building, is it in good, clean, sanitary condition?
132. What do the tenants in the building complain about most?
133. Do any of the tenants complain to you about the Management, the Agent, or the Maintenance of the building?
134. How many dogs are there in the building?
135. Are there any undesirable tenants in the building?



One of the first major multi-storied structures to be equipped with panel heating is this Chicago apartment building

## RADIANT HEAT FOR MULTIPLE APARTMENTS

As the public becomes more familiar with the principle of radiant heat, more and more real estate builders and property managers are installing this type of heating system in new apartments. In this article, the author gives detailed information on how radiant heating — by means of radiators, baseboard units, panels, or convectors — can be used to give uniform temperature

By W. W. BROOKS

Plumbing and Heating Industries Bureau

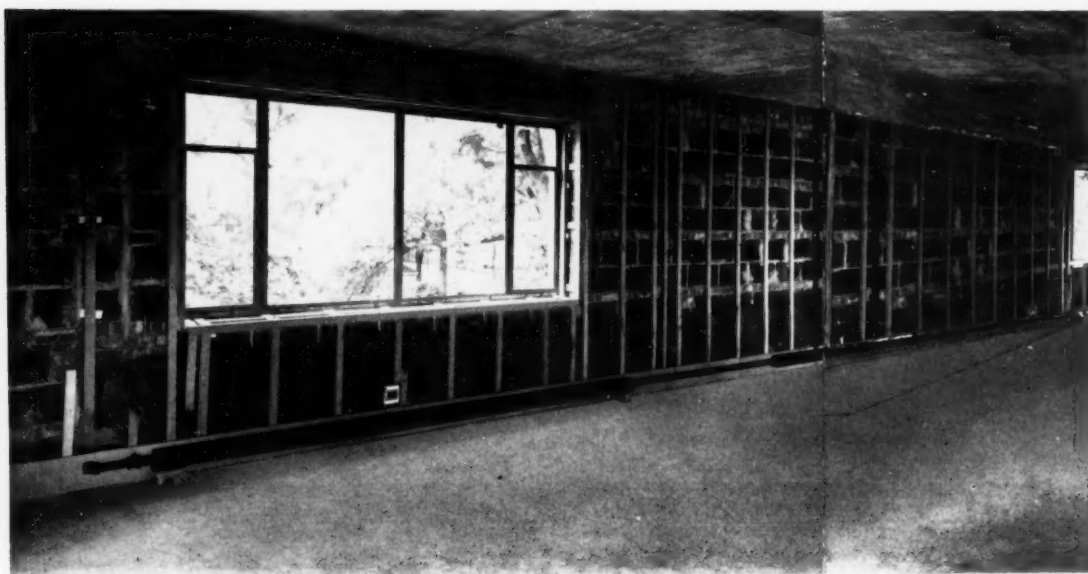
**M**ORE and more real estate builders are installing radiant heating systems in new apartment buildings as the public grows more familiar with this efficient way of providing uniform, sunlike warmth.

Radiant heating — by means of radiators, baseboard units, panels,

or convectors — is provided by a central boiler which heats water and sends it through piping to one of these four types of distributors. Although a gravity system is theoretically possible and has been tried in the past, the forced circulation hot water system is preferred because of its faster transmission of

the heat from the boiler to the heat distributing units.

Forced hot water systems are divided into two types known as "intermittent" and "continuous" circulation systems. In the intermittent type, the water is circulated to the radiating surfaces by a small, inexpensively operated electric



pump. When the room thermostat calls for heat, the pump and burner start simultaneously. The pump rapidly circulates heated water through the system until the heat requirements are satisfied, whereupon both burner and pump are stopped by the thermostat.

A control valve in the supply main supplies the final touch to accurate heat control. Whenever the pump is not running, the valve automatically closes tightly, shutting off gravity circulation and preventing delivery of unwanted heat.

In the continuous circulation type of system, the pump runs continuously. Hot water from the boiler is admitted into the circulating stream through a special valve in just the amounts necessary to offset the building heat loss. This type of system can be controlled either by a room thermostat or by an outdoor type of control which is actuated by outdoor temperatures.

Radiant heating is flexible. It may be fired by any type of fuel — gas, oil, or coal, either manually or automatically. The overwhelming advantages of automatic heating will quickly convince the apartment owners that this type of firing is to be preferred over the manual way.

Heart of the radiant heating system is the boiler. Here is where fuel is turned into heat and here is where efficiency counts most. A

poor boiler can skyrocket heating costs but a sound one can produce amazing results on the smallest budget.

In considering the purchase of a boiler, the most important point to check is its capacity. Make sure that the boiler does not fall short of your maximum requirements, yet won't waste fuel by exceeding them. Insist upon having guaranteed capacity ratings.

The popular conception of radiant heating is that of concealed panels, but the three other ways to distribute radiant heat — radiators, convectors, and baseboards — are equally practicable for multiple apartments.

New radiators are 40% smaller than their bulky predecessors, yet give off just as much heat. Particularly gratifying from the point of view of decorators is the fact that these radiators blend inconspicuously and harmoniously with the finest furnishings. They may be left free standing away from the wall or recessed in openings in the wall with or without a covering. There is enough variety in coverings to adapt any kind of modern radiator to even the most unusual room decoration. One of the advantages of radiator systems is that when the thermostat shuts off the

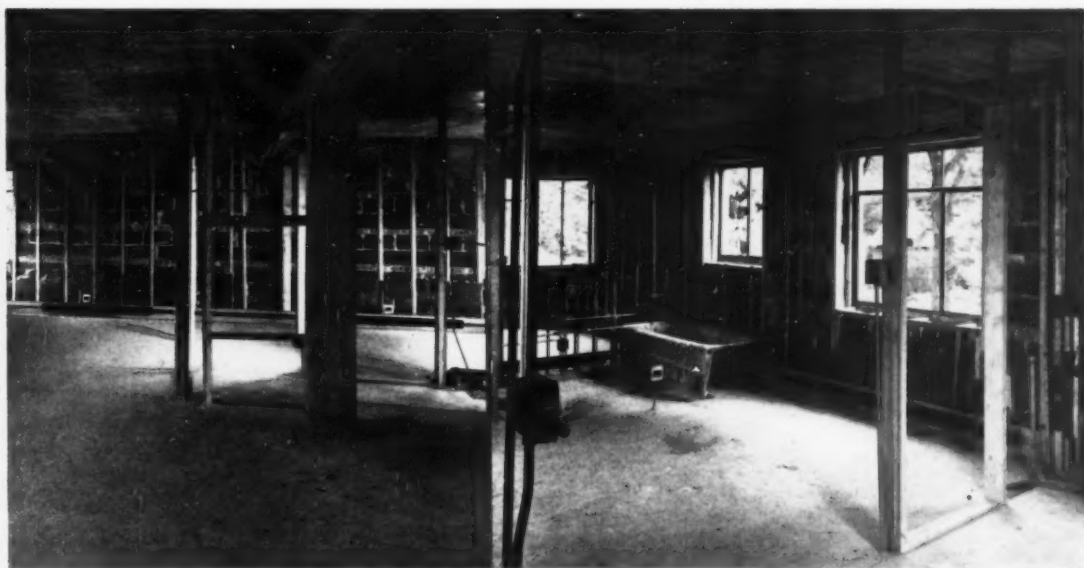
heat supply, the radiators do not cool immediately. Therefore, there is a constant source of heat in the room which compensates for the continual heat loss. This tends to prevent the possible chilling effect which might take place if the entire source of heat were cut off at once.

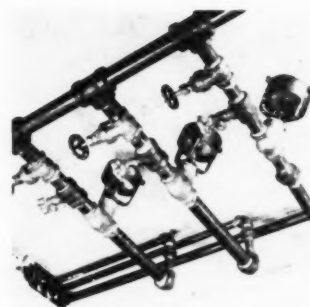
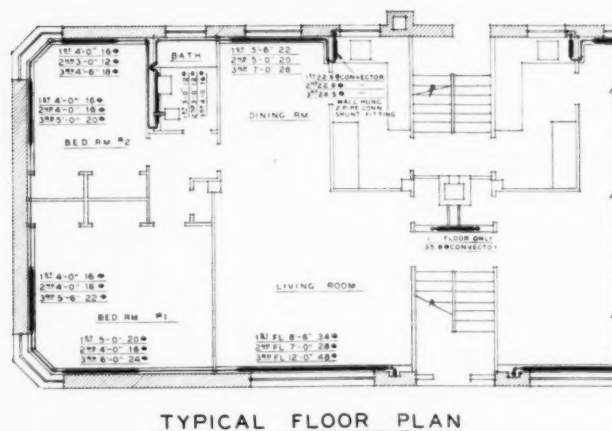
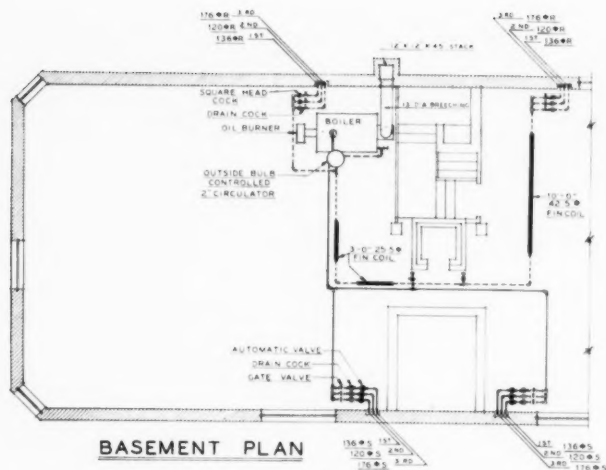
Best location for the radiator is under a window where it can meet the incoming cold air and counteract any possibility of drafts. If the outside wall has a large window flanked by two smaller ones, place the radiator under the large window.

Convectors are smooth, streamlined units which also fit in with modern room decoration. Convectors are made with a removable front, having an arched opening at the bottom and a grille at the top. Air enters the convector through the arched opening near the floor and is heated as it passes through the heating unit. Before entering the room through the upper grille, the warmed air heats the enclosure front, converting it to a radiant heating panel.

The front panel may be painted to match any room color treatment, or the convector may be installed in the wall, allowing the panel to be painted or papered exactly like

Three combined photos show one complete apartment with living room, dinette, two bedrooms, bath, kitchen. Fin-type radiation can be seen all around the outer edge, almost at the juncture of floor and wall, or ankle height, an ideal source for heat





Supply header with automatic control valves enables servicing individual apartments from central station in basement

valve closes, preventing further circulation. Greater operating economy is obvious, since no fuel is wasted in supplying unnecessary heat to any apartment that might, for repairs or some other reason, be temporarily vacant.

Baseboard heating units, the fourth means of distributing radiant heat, are the latest development in radiant heating systems and have been successfully installed in multiple apartment buildings.

A detailed story describing the history and types of baseboard heating units was published in the August, 1948, issue of the National Real Estate and Building Journal so we can limit the description of this unit to a few words in general. Fundamentally the baseboard heating setup is either (1) a hollow cast iron or steel unit resembling the conventional wooden baseboard, or (2) a baseboard covering pipes with supplementary fins. Both types depend on forced circulation hot water from a central boiler for their heat.

The first type of baseboard provides most of its heat by radiation; the other is predominantly a convection type of heat distributor. Radiant baseboards or radiant baseboard panels are made of cast iron or steel. They are hollow units approximately as high as a conventional wooden baseboard and as thick. Radiant baseboards or radiant panels are made in sections which can be assembled on the job to fit any space.

The convection types are made of ferrous and non ferrous materials. In the ferrous group are those made of steel pipe with steel fins. In the non-ferrous classification are those units made of copper tubing with copper fins. Also available are baseboard heating units made of copper pipe with aluminum fins.

the rest of the room. While convectors lend themselves readily to complete recessing in the wall, they may be free-standing or partially recessed.

Radiant panels consist of pipe coils in walls, floors, or ceilings and can be heated by low temperature hot water, thus becoming radiant surfaces. This method of heating has aroused considerable interest in recent years. Because of design problems, all installations should be done by qualified heating contractors with experience in radiant panel work. Once installed, radiant panels are not capable of quick or convenient changes since the heating surface is almost entirely integrated with the floor, wall, or ceiling.

Installations have been mainly

limited to floors and ceilings with wall panels used primarily for supplementary heating.

As with radiators, convectors, and baseboards, panel heating is adaptable to zoning, or the splitting up of the heating system into sections according to each section's heating needs. Little additional equipment is needed for zoning. The flow of heated water to each zone is controlled by a thermostatically operated pump and control valve. When heat is needed in any zone, the thermostat starts the pump in its respective circuit. The flow of water opens the control valve, permitting heated water to circulate through the zone piping. When the heat requirement is satisfied, the pump is stopped by the thermostat and the control



Tests have shown that floor-to-ceiling temperature differences are lowest with radiant baseboard heating of any heating arrangement thus far known. Baseboard heating warms not only the occupants of the room and all other objects in it but also the walls and floors. This type of radiant heat is given at ankle height and is an extremely clean heat, causing no dirt patterns on walls or curtains even at the end of an entire heating season including sub-zero weather.

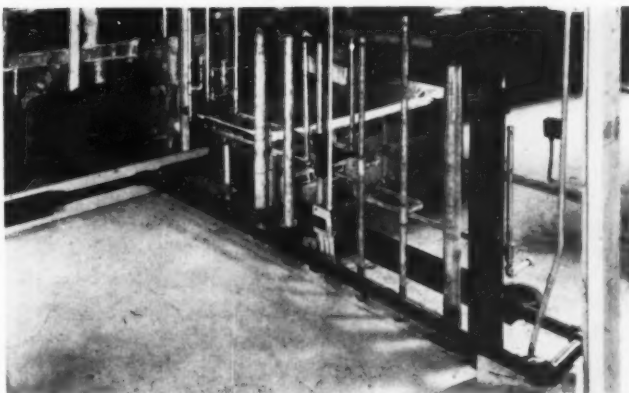
Automatic controls are the indispensable "brains" in maintaining proper fuel consumption, distribution, and safety. Recent improvements in automatic controls include the indoor-outdoor thermostatic arrangement which teams up hot water or steam heating so closely with changes in the outside weather that fluctuations of temperature inside can be anticipated.

Both intermittent and continuous hot water heating systems are well adapted to indirect heating of domestic water, summer and winter. Indirect heating of the domestic water is practical in a multiple apartment building because of the ability of this method to have plenty of hot water always on hand for its almost constant use in an apartment type dwelling unit.

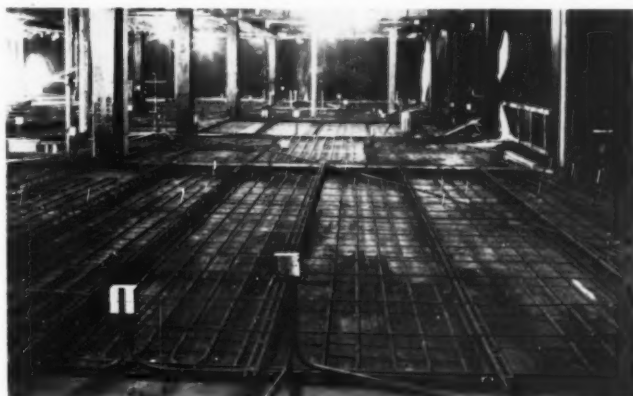
Indirect water heaters in connection with automatically fired hot water and steam heating systems are fully able to meet the growing demand for hot water. The same boiler which supplies heat to the individual apartment also heats the domestic water. There are two types of indirect water heaters. The storage type heats water which is stored in a tank for use as needed during the day.

The tankless type works on exactly the same principal as the storage type. However, it has many more feet of metal coils than the storage type. The resulting longer travel of the domestic service water through this extra length of tubing enables it to be heated simultaneously as it is used in the home.

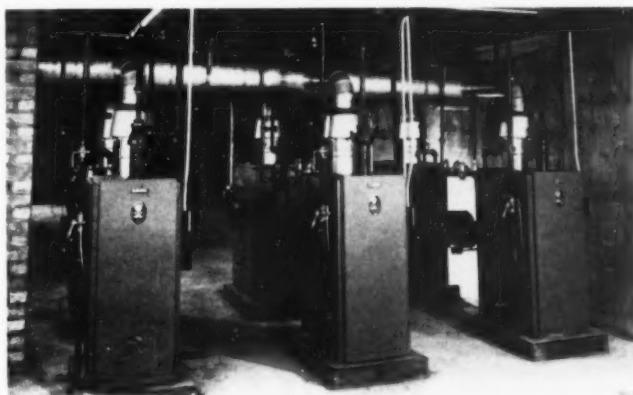
It is, of course, possible to heat domestic water with a separate water heater, fueled by gas, oil, or electricity. If separate water heaters are preferred, make sure the tank size is adequate for the hot water requirements of the apartment building. Often it is wise, if there is more than one boiler in the building, to have a separate hot water heater for each boiler, thus assuring a plentiful supply of hot water for each tenant.



Piping doubles back on bedroom wall, is extended behind bathtub to dinette and kitchen. Radiation is important in bathroom because of exact heating requirements



Here is a 16-story apartment building just before the radiant panel floor coils are covered. Forced hot water panel heating afford economy, inconspicuous appearance



This arrangement provides individual heat control, individual storage tank for domestic water. Automatic oil- and gas-fired boilers require no daily attention

# Should Property Managers Have Purchasing Departments?

By ALEC SUTHERLAND

Purchasing Agent, Keyes Company  
Miami, Florida

**The Keyes Company of Miami, along with other established managers, believe that centralized purchasing is indispensable to their activities. The Journal asked this company to set forth the advantages, after almost one year's operation. Because property managers buy extensively for the modernization, maintenance and repair of the properties under their management, this article may suggest ideas to you on cutting costs through central buying**

**A**LTHOUGH the final decision to centralize Keyes Company purchasing was not reached until mid-Summer of 1948, the conviction had been growing through the post-war years that such an operation was rapidly becoming an indispensable adjunct to our business.

Several factors contributed to the opinion that the organization of a purchasing department should no longer be deferred. First, the volume and diversification of our purchases called for such a move. These had quickly reached levels after the War which made it not only desirable, but practically imperative, to apply to our buying of goods and services the Keyes theory of operation: "A specialist to do a specialized job."

Second consideration was the success of similar businesses utilizing the central purchasing idea.

Thirdly, it is a proven fact that centralized control of purchases effects a very considerable savings not only for the parent company, but for clients whose properties it manages.

In the fourth place, the Keyes Company believed that a good central purchasing operation would be a strong selling factor to property owners.

We believe certain very definite benefits will accrue, and expect the following will be effected:

1) Duplication of effort will be avoided. By relieving a score or so people of their secondary responsibility (buying), we will make it possible for them to concentrate fully on the assignments in which they are specialists and for which they are on the payroll.

2) Standardization of equipment

and supplies will be encouraged. This is naturally not to be hoped for where several people are buying similar lines, but it is important to try to bring it about not only from a savings angle, but from the standpoint of the improved physical appearance and efficiency of the public areas and work spaces.

3) A single point of contact for vendors and company personnel will be provided for all matters relating to procurement. The advantages of this are apparent. The fact that it will keep the Company informed of all new developments in goods and services is probably its most important contribution.

4) Better prices and terms will be obtained. An obvious result of central purchasing is that fewer orders (but in greater volume) need be placed, and this will effect savings at the distributor's level that will be available to the user.

5) Better vendor compliance with specifications will be secured.

6) The handling of vendors' invoices will be simplified, since all purchase orders will emanate from the purchasing department, and all invoices processed through the same department will be uniformly handled. In this manner, loss of discount is avoided.

7) Information regarding the outstanding obligations of various departments of the company will be more readily accessible.

The responsibilities of our purchasing department are: estimates should be obtained, specifications prepared, calls made for bids, tabulation of bids compiled, and referred to department heads. After obtaining the necessary approval of the bids, purchase orders are filed.

On receipt of the supplies, the purchasing department examines them for correct quantities, conformity to specification, and/or samples, and in the case of services, checks performance against specifications or drawings.

It is the further responsibility of the purchasing department to arrange for and supervise the pick-up of our own goods sent out for repair or processing, and for the return to the vendor of defective or not-as-ordered goods.

Comparison of vendor's invoices with purchase orders for costs, discounts, shipping terms, and quantity is done by our purchasing department, as well as the approval of vendor's invoices for payment, and the forwarding of approved invoices to accounts payable.

A purchasing department should also make provision for adequate storage of supplies ordered in excess of immediate demand, and (in the case of the Keyes Company) for control of the stationery storeroom. Supervision of the disposal by sale or salvage of equipment and supplies no longer current or usable is also delegated to the purchasing department.

It is the final duty of our purchasing division to maintain the following records:

1) Follow up open purchase orders.

2) Control form numbers issued to printed forms.

3) Make records to assist in evaluating the operation of the department.

4) Supply records of vendors and commodities.

5) Keep an inventory of the stationery storeroom contents, and of any other supplies which may be stocked against demand.

6) Keep catalogue and specification files.

7) Maintain approved invoice file.

8) Record purchases through the use of departments as an aid in the preparation of P & L statements for individual departments, and in pro-rating the operational costs of the purchasing department.

# Moisture Barriers in Floor Construction

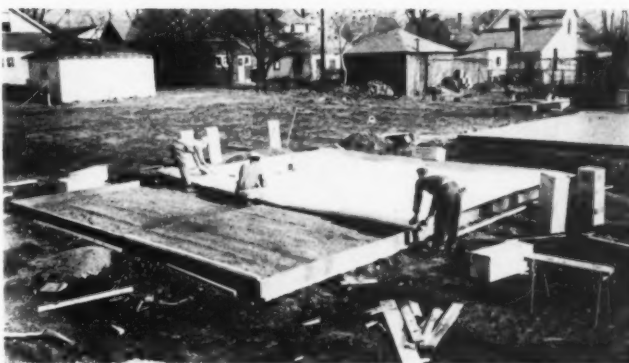
By Jonathan Jackson  
Sisalkraft Company

**W**HILE membrane waterproofing was formerly used in floor construction of factories, stores, garages, and other unexcavated buildings, it has recently become an important practice in the residential field, particularly in the case of ranch-type or slab-on-the-ground homes. Even in unexcavated homes, the "damp cellar" is recognized as one of the difficult-to-cure ailments which could be avoided if proper waterproofing is done during the initial construction.

It is quite logical that a concrete slab poured directly on the earth would absorb a considerable amount of moisture and result in a damp floor, even though no actual water might be visible at the surface. As a preventative measure, it is customary to pour the slab on a layer of crushed rock or coarse gravel which provides drainage and theoretically prevents the floor from coming into contact with the damp earth. What actually happens, however, is that the concrete mix seeps down into the voids of the sub-fill, forming "wicks," "tendrils," or "fingers" which draw up ground moisture by capillary action.

A tough, waterproof membrane can act as a moisture barrier between the floor and sub-fill, giving the slab a satisfactory "cure." Improperly cured floors lack the dust-free, hard finish surfaces which are characteristic of slabs in which the water is retained during the initial set. The pictures on this page illustrate the use of a strong building paper as a waterproof membrane between the sub-fill and concrete.

As far as the life of a moisture barrier is concerned, anyone studying the subject will quickly find that there are two schools of thought. In all frankness, we believe that any organic products like paper, felt, asphalt, which are placed in the ground, are exposed to a condition which quickly shortens their life. However, the presence of a moisture barrier is relatively unimportant once the slab has set. If the slab can be poured so that it has an under-surface with no concrete "wicks" drawing up ground moisture, then the gravel sub-fill is all that is needed to insure a dry floor under ordinary building conditions.



After the sub-fill has been raked evenly over the earth, workmen roll a layer of building paper over it prior to pouring the floor slab so that the wet concrete will work its way into the voids of the sub-fill. The building paper must be strong enough to be applied without rips or punctures, to fulfill function as a waterproof membrane



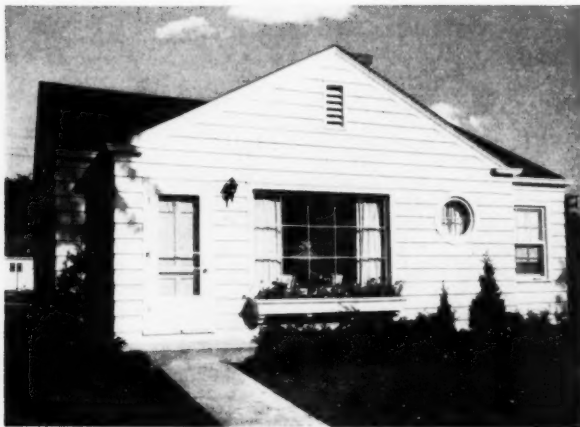
After the building paper has been laid, insulation boards are set around the border. If concrete is poured directly on the ground or sub-fill, the water in the mix is gravity-drained from the concrete. Best results are obtained when roll of paper covers floors



Waterproof membrane enables workmen to pour the slab so that it has an even under-surface with no concrete "wicks" drawing up ground moisture. The building paper must be sufficiently waterproof to prevent the loss of moisture during curing of slab

PHOTOS BY SISALKRAFT COMPANY

## • Homes Our Readers Are Building



### • Maxon Gives Design Service



**C**USTOMERS of the Maxon Construction Company of Barrington, Illinois, can modify standard designs with their own sketches, pictures, or ideas by using the company's architectural service. Small changes can be made by buyers in any one of the 10 standard Maxon plans. A purchasing service is also maintained for the buyer by the company, through which sav-

ings can be made on refrigerators, washing machines, driers, furniture and landscaping.

Typical of the Maxon house is the \$13,000 home pictured here. Containing two bedrooms, a living-dining room, bath and kitchen, the house is 28 x 31 feet; the lot, 50 x 125. All Maxon homes are equipped with forced air heating units, fully automatic, gas or oil fired.

Basements are poured in plywood forms to insure smooth surfaces.

Walls and ceilings of this Maxon house are fully insulated, and the roof is 250# shingles. Rock lath and three coats of plaster make a total wall thickness of 7/8 inches. Floors are clear red or white oak; finished hardware is polished brass. Interior mill work is kiln dried, and interior doors are flush birch.

**I**N Indianapolis, Indiana, the Horvath Realty Company, Inc., is completing a project of 42 housing units which will sell in a price range of \$8850 to \$9500.

This firm, however, is beginning to specialize in a two-bedroom house conforming to minimum FHA requirements which will sell for \$6,400. One of these units, pictured here, contains two bedrooms, living room, kitchen-dining

room, full size bath and storage room as well as adequate built-in closets. The price includes grading and seeding, but not general landscaping.

Among the features of this home are: hardwood floors throughout, except kitchen and bath where the flooring is asphalt tile; Hope steel casement windows; built-in sink and cabinets; Crane swing-type faucets; copper plumbing; Coleman

floor type automatic oil heater (50,000 BTU's); rock wool ceiling insulation and insulation board on walls; Dexter hardware.

Wallpaper is used in all rooms except the kitchen and bath, where walls are painted. House plans provide for the addition of a breezeway and garage later if desired.

These homes can be purchased for \$700 down, with minimum payments of \$31.22 a month.



### • Horvath Completing 42-House Project



### • Johnson Homes Expandable



HOUSE - TYPE 604

**EXPANDABLE** homes are finding a ready market in the million dollar Wrenwood sub-division of Wallace E. Johnson, Inc., a Memphis builder. Mr. Johnson reports that houses of this type design sold before any other units in the 120-home project.

Wrenwood's "expandables," such as the one shown above, are built

on 60 x 150 foot lots, have asbestos siding construction, and are fully improved with curbs, gutters, and sidewalks. The two-bedroom homes are designed to permit the addition of a third 11 x 15 foot bedroom. In expansion, a closet becomes a passageway, and a window in one of the original bedrooms becomes a closet door. The "L" formed by

the addition of an extra room has been used as a patio successfully.

In addition to the Wrenwood development, Johnson is constructing 380 homes for Navy personnel and their families at Millington, Tennessee. The project includes 18 single homes, 266 duplex units, and 96 apartments. The single homes have two and three bedrooms.



**WELL** into construction is Kenmore Knolls, a 114-home project of James F. Shuman & Son, Columbus, Ohio. Located on a 38 acre site, the 24 x 36 foot homes consist of two bedrooms, kitchen-dining area, bath, living, and semi-finished second level. Optional plans call for dining rooms and masonry fronts. Minimum width is 50 feet, side drive included.

With all off-site improvements and assessments, the Shuman houses range in price from \$8,900 to \$10,400. Down payments, approved under FHA Title 6 loans, are in the \$1400 to \$2,400 bracket; monthly payments, \$50 to \$55.

Under any of the 11 architectural designs available, the homes are equipped with cove base linoleum, tile tub insets, Walltex and Youngstown steel kitchen equipment. Picture windows, and large basements are attractive selling features to veteran-preferred buyers.

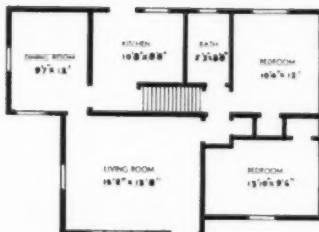
In promoting the development Mr. Shuman used extensive radio as well as newspaper advertising. One program, designed to appeal to women, offered a compact description of the properties, their location in relation to church and school, decorative details, and cost. Well-pleased with the results Mr. Shuman says, "The vast coverage

and more personalized contact that radio gives as a medium of advertising should be considered much more seriously by builders and realtors."

In addition to the more standard types of publicity, a tie-up was made with a local furniture store to furnish a model house. The home was decorated modestly in keeping with the income of the prospective buyers. More than 17,000 persons inspected the model house with resultant additional newspaper publicity.

Other additional firms whose products had been used coordinated their advertising of the project.

### • Kenmore Knolls, Project of James Shuman





By GEORGE F. ANDERSON

**FOR SALE**

Must sacrifice modern two flat  
to raise money to pay barber.  
5940 Evans Ave. 6-6. \$15,000.  
Full commission to brokers.

**D**ID you ever stop to think that an ad offering commission to brokers is a "listing" with every broker who reads the ad? If I should wish to withdraw the property from the market I would have to run an ad in the same paper, just as many times, and just as conspicuously to give notice.

If I sold the building in order to protect myself I ought to run an ad stating that the building was sold. If Broker X introduced a buyer, and later Brother Y introduced a buyer, I would be liable to both of them for commission. It is not impossible for me to lay myself liable to a hundred brokers. In fact, I'm getting nervous and must tell you not to take the above ad seriously, as it was just used to make a point.

**I**F IS the duty of the landlord to keep in repair all common entrances, hallways, passageways, elevators, and in fact, all parts of the building used in common by two or more tenants. But it is not to be deduced from this principle that the tenant is absolved from liability to his guests and customers, because he is just as liable to them as the landlord is. This principle is carried so far that even a tenant in a large office building is so liable. This carries the principle pretty far, because it makes the tenant liable for things over which he has no control.

In the case of *Steinber vs. Northern Ill. Tel. Co.*, 260 App. 538, the court said: "It is suggested that this rule would render a tenant in a large office building liable for injuries sustained in an elevator accident, although he had no control over the elevator or its operation. No sound reason can be advanced why a person should be excused for liability for injuries when he knowingly permits his patrons to use an unsafe means of ingress and egress to and from his office. If he knows the means are unsafe or has good reason for knowing it, he should not invite his patrons to use them.

## THE LAW SAYS!



**An ad stating "full commission to brokers" is loaded with trouble.**

**... Both landlord and tenant are liable in case of accidents to visitors and guests, but in what ways? ... What's the best way to serve a notice, it isn't as easy as you may think. Read here the opinion of our expert on these important legal matters**

If he is negligent in that regard and injury results, he has no cause to complain if he is asked to respond in damages. It makes no difference that he is only a tenant. The landlord may also be liable. (*Mueller vs. Phelps*, 252 Ill. 630.) Nevertheless, if a person who is not aware of the unsafe condition is invited into the danger by a tenant who has knowledge of the fact, the tenant may be required to answer for the consequences of his invitation.

**W**HEN a statute or a contract provides for the service of notice, and does not prescribe the manner in which the notice is to be served, it must be served personally.

In the case of *Levin vs. Pabst*, 241 App. 74, a lease provided for cancellation upon a sixty days'

notice, the landlords not finding the tenant at home, served the notice upon a woman who came to the door, not ascertaining who she was or what her name was. The court held the service good.

The Landlord & Tenant Act, sec. 10, provides: "Any demand may be made or notice served by delivering a written or printed, or partly written and printed, copy thereof to the tenant, or by leaving the same with some person above the age of twelve years, residing on or in possession of the premises." The court held that section 10 applied in this case. The court said: "We think this section applies, although there was no default in the payment of rent, because it points out a method whereby a landlord may serve notice on his tenant concerning the property occupied or rented by the tenant."

## Lilly Radio Shows Net Sales

**H**ILL-BILLY music — and a lot of it — sells real estate (and a lot of it) for the Lilly Land Company of Princeton, West Virginia. Using live talent, transcriptions and recordings, the Lilly Company goes after both early morning and late afternoon audiences with seven daily radio shows.

Believing that consistency in advertising pays off, the 15-minute Lilly program, beamed from five local and nearby stations, have run as much as 6,150 times on one station, 3,050 on another. Each program carries an announcement, "The Classified Ad Of The Air," which describes "Today's Real Estate Special," a particularly saleable piece of available property.

In order to "pull" listings, special stress is laid in a second announcement on one facet of Lilly operations such as service, community standing, extent and rapidity of sales. The final commercial deals either with subdivision lots or truck farm land, and signs off with a request that the public write for a free catalog.

To supplement radio as a land "salesman," the Lilly Company advertises in 25 newspapers, sends direct mail, and maintains a special photographic department for display lay-outs. Such advertising stratagems have netted something of a record: one piece of real estate sold every 98 minutes of every office day.

## Bronze Name Plates Build Good-will

If you purchase a home from George K. Hauck, Burlington, Vermont, you receive as a "thank you" a bronze name plate with your name inscribed for your front door.

A great success as a good-will builder, the 2x4-inch plates are as useful as they are handsome. Complete with mounting screws, the name plates are purchased in large lots at a savings.

Although the cost per plate is low, Mr. Hauck says, "We have received a very gratifying response from our customers who are deeply appreciative of this gift."



"Here's a feature you may like — built-in drawers to give you more room."

Protect your investment, reduce maintenance costs, with the rustproof, fire-resistant material that needs no painting.

## REYNOLDS *Lifetime* ALUMINUM Building Products



New Stipple-Embossed Corrugated, 5-V Crimp, Snap-Seal Roofing and Weatherboard Siding



Reyn-L-Side—Factory-Painted Siding for Home Renovation



Embossed .004" Built-Up Roofing, Industrial Corrugated

Half-Round and O.G. Style Gutters and Downspouts

Residential Windows—Casement, Fixed, Picture and Awning Types

Reflective Insulation  
Flashing, Nails,  
All Accessories  
Alumi-Drome  
(all-purpose prefab)



### REYNOLDS METALS COMPANY,

Building Products Division  
Louisville 1, Kentucky

IF YOU SEE RUST  
YOU KNOW IT'S NOT  
ALUMINUM



REYNOLDS  
*Lifetime*  
ALUMINUM  
BUILDING PRODUCTS

### MAIL THIS COUPON—

Reynolds Metals Company,  
Building Products Division,  
2016 South Ninth St., Louisville 1, Ky.

From the listing above, I am particularly interested in the following products. Please send complete information.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Burns' Warranty Plan Sells Homes

A **HIGHLY** successful warranty plan is helping sell homes for Franklin L. Burns, Burns Realty and Trust Company, Denver.

Simple to understand, the warranty provides for free adjustments during the first six months of occupancy, periodic inspections of the property for the first three years, a planned service arrangement for mechanical repairs, and the service of a Burns' field representative on construction and maintenance charges.

Under the plan, owners of Burns' homes are advised to have their homes inspected after the first 30 days, and then every three months for the first year of occupancy by company inspectors. Such inspections are designed to discover normal defects in construction that appear with changes in climatic conditions.

Good only as long as the property remains in the hands of original purchaser, and is occupied by him, the Burns' warranty allows one inspection a year for the first three years. Estimates on repair work needed can be given at that time.

The new warranty plan was extensively advertised by Burns in collaboration with other Denver merchants. One ad, for example,



Franklin L. Burns, left, presents construction warranty to an ex-G.I. and his wife. Picture was published in the Denver Post, giving added publicity to Better-Built homes.

stated, "A finished home is the result of months of toil and thousands of dollars worth of material. Hence, making a replacement because of dissatisfaction would not only be a physical impossibility, but a financial one as well. Unhappily, because of this condition, a

few builders have adopted the policy of 'build 'em and forget 'em'. Burns, however, by relying on the accumulated knowledge of half a century of building experience and case histories of thousands of Burns-built homes, is able to warrant every house they build."

## NATIONAL REAL ESTATE SECTION

**NEED REAL ESTATE SIGNS**

**BUY THIS FROM DEAN ADAMS**  
MEMPHIS REALTOR  
CALL - 8 - 7 6 8 6

WRITE DEPT. R.E.J.  
FOR COMPLETE DETAILS  
"WE SIGN THE NATION"  
**ACTIVE DISPLAY ADV.**  
1707 West 19th Street Chicago 8, Ill.

**BOWLING ALLEY** — Only one in town of 25,000 population. Will cooperate with brokers. Donnohue Loan & Investment Co., Sedalia, Mo.

**McTIGUE, M. R.**, 621 E. Las Olas Blvd., Fort Lauderdale, Florida. Sales, rentals, lease; property management; insurance; appraisal service.

### JOS. R. H. JACOBY, INC.

Land Developers  
&  
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As a courtesy, all inquiries from Realtors will be given prompt attention without charge.

155 WALNUT AVE.  
SANTA CRUZ, CALIF.

### SIGNS

Air Mail us your copy. Your order will be completed in 24 hours to 4 days.

Prices (32 gauge metal; 2 colors; 14 x 20 in.)  
100 - 54c; 250 - 51c; 500 - 46c each.  
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Dept. RE

15 E. Pershing Rd. Kansas City 8, Mo.

## "House of Tomorrow"

(Continued from page 31)

In this connection a statement made by Fritz B. Burns after he had decided to close the Kaiser Homes prefabrication plant, may be illuminating. He said, "We found that prefabrication enabled us to build houses in four months when the customary time was from 10 months to a year. However, we did find that this acceleration cost us money and therefore we terminated our plant operations as soon as a more regular flow of conventional materials was available. We learned a great deal in our prefabrication experience and have retained in our conventional operations many of the prefabrication and sub-assembly shortcuts."

### Kaiser Homes Research Program

Research is a continuing operation with us. We have under construction at all times from one to six models embodying the latest ideas and the newest thinking in both materials and techniques. As rapidly as these two factors are established as practical and economical they are injected into the actual

building program providing they fit into the proper cost pattern.

I frequently am asked why the large builders such as ourselves do not incorporate all the newest and latest ideas into our houses as soon as they come out. There are many reasons why this would not be wise and in some cases it would not be possible. Many of the features mentioned above, for example, could not be included in our program of 2000 homes in Panorama City, even though the items are on the market and readily available.

Some of them might not pass our local building code; some might not be approved by the Federal Housing Administration or by the banks and loan companies; some might run counter to the practices of our building trades.

Many innovations prove to be fads; they get a temporary public acceptance but the demand soon dies out. Builders whose operations run into hundreds and thousands of houses cannot afford to make mistakes. They prefer to wait until a product has stood the test of time; until its consumer acceptance is demonstrated; until its quality is

proven; until the financing agencies give their approval.

## Getting Variety

(Continued from page 25)

U. S. Gypsum Sheetrock, papered and painted. Houses were completely insulated with Sisalation in roofs, walls, and floors, and 4-inch rock wool in ceilings."

An effective aid to stimulate sales was the use of a selling kit, designed by Mr. Johnson. Made up from stock, loose-leaf-type brown calfskin zipper cases, these kits presented page by page the various facts that a buyer would want to know — the floor plan, the varied styles, the location with respect to transportation, schools, shopping centers and recreation, the price schedule, the terms including optional items, a complete analysis of monthly payments and costs, and a portfolio of advertising material describing some of the nationally recognized products, such as Pittsburgh Glass, Douglas Fir Doors, Dexter Locks, Insulite insulation, Bruce Floors, and Coleman floor furnaces.

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And if you are heating water with coal or oil, you're paying higher fuel prices.

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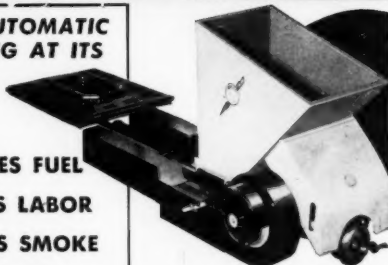
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## PRODUCT PROGRESS

Report on Building Material and Equipment

### Stud Welding Cuts Building Costs



Stud welded anchor plates, manufactured by the J. J. Gribbins Company, Long Island City, are greatly simplifying the installation of bathroom and kitchen plumbing fixtures in the Gowanus and Astoria developments, New York.

Loading fixtures and templates used in the production of the anchor plates on which the receiving studs are end-welded with a lightweight automatic stud welding gun, have enabled operators to average 30 units per hour. Each bathroom unit has seven studs, four for suspending the toilet bowl, and three for the wash basin. Those which support kitchen sink and tray have five studs.

The cost of installing fixtures is reduced by the elimination of through bolts, which make it necessary to run nuts down to the plate before metal lath, and plastering is installed. The stud welded anchor plate is fastened to the wall studs with U-bolts in the usual fashion, after which the wall can be entirely finished. The studs are sufficient to extend through the lath and plaster.

### Orange Metal Bi-Passing Door

A new sliding closet door, called the Orange Bi-passing Door, is now in production in the Orange, Virginia plants of the Virginia Metal Products Corporation.

The Bi-passing door comes in 3-6 foot widths, and standard 5 foot 8 inch heights. The buck, track, and panels are factory-fitted to eliminate cost of plaster, studs, and hardware in installation. Mounted on ball bearing rollers and cushioned at door jambs with



rubber bumpers, the door frames are primed with red oxide and the panels with pastel colors.

#### New Interior Finish Coating

Builders are keeping an eye on "Scotch Top," a product developed by the Minnesota Mining & Manufacturing Company, makers of Scotch Tape. Designed as a substitute for paint, plaster, and wall paper for interior finishing, "Scotch Top" sticks to brick, cement, metal, stucco, or wood. For inside or outside use, the new coating will be available soon in 12 colors.

Experiments with the product indicate that, on a smooth surface, the cost of "Scotch Top" per square yard will be \$1 applied. Company representatives say that the training of special crews for application may require some time, but the product has been put on a limited market in the Chicago area.

#### Lighter-than-gas Insulation Plastic

Three years of research by the Westinghouse Research Laboratories has produced a new insulating material, a plastic foam that expands to 100 times its original volume when baked, and yet weighs 10 to 20 times less than the meringue on a pie.

The foam is made from a synthetic phenolic resin, and is resistant to fire, moisture, fungus growth and insects. By heating the synthetic resin to a high temperature, thousands of gas bubbles entrapped in the foam rise, and buoy up the material.

The foam, containing one part of resin to about 100 parts air, is one of the lightest solids known. Foamed into pre-fabricated metal wall sections, a two-inch-thick layer weighing 300 pounds would be enough to insulate a complete six-room house.



Massive, but light as a feather . . . this piece weighs eight pounds

## GLO-SEALED "NAME-LITE" PROFESSIONAL MARKERS



#### OUTSTANDING FEATURES

- ★ Frame, all aluminum, satin-finished for lifetime durability.
- ★ Background, sheet aluminum with wrinkle finish-enamel surface.
- ★ All letters are glossy white, 3" high, visible at 200 feet.
- ★ Letters covered with "Name-Lite" making name alive at night when car lights shine upon them.
- ★ Your full name on BOTH sides of marker, visible day AND night.
- ★ PANELS . . . (REAL ESTATE) on both sides, visible day and night.
- ★ Brackets are sturdy strip steel finished in glossy black.
- ★ Equipped with eye bolts and lag screws, ready for hanging.
- ★ Length of marker, 31" . . . Height, 6" . . . Bracket, 36"x12".
- ★ Size of Panel . . . (REAL ESTATE) is 4"x28".

IMMEDIATE DELIVERY. PREPAID PARCEL POST IN U.S.A.  
PRICE . . . . .

Bracket	\$ 3.75
Marker	9.95
Panel	2.50

Total \$16.20

Add 2½% Sales Tax in California. Sorry, no C.O.D.'s.

Also panels to cover PUBLIC ACCOUNTANT, TAX CONSULTANT, NOTARY PUBLIC, OFFICE . . .

ARROW. \$2.50 each. Add 2½% sales tax in California.

#### HOW TO ORDER

Marker is 30" net, inside. Limit names to 14 spaces. Punctuations are 1" wide. Letters M and W, 3" wide. All other letters, 2" wide.

If not entirely satisfied, return complete sign within 5 days and your money will be refunded in full.

**CUMM-LYNN CO.**  
2350 E. SPRING . . . LONG BEACH, CALIF.

## Can You Answer

(Continued from page 26)

sign. The other broker has not that right without the permission of the listing broker. However, it would be a gracious thing for the listing broker to invite the other broker to put up his sign, too, with a "sold" sign between them.

**Q.** A prospect telephones about a house. No salesmen were in the office. The prospect's name was given to one of the salesmen, but he did nothing about it the next day. The third day the prospect telephoned again. This time a member of the firm handled the inquiry, took the prospect on an inspection tour and sold him a house. Should the salesman get the commission?

**A.** We gave the salesman the commission. I don't think he was entitled to it, because he hadn't even contacted the prospect on the third day after he was told about the inquiry. But the salesman in question was usually conscientious, and we made this gesture to encourage him.

**Q.** A member of the firm submitted a lot to a builder. The builder liked the lot but said he was not

yet ready to buy it, but would take it later. This same member of the firm listed this builder's houses and various salesmen sold them. One of the salesmen worked out a building deal with the builder, and because he did such effective work he was assigned the builder as his prospect. Later the builder called up the firm member and bought the lot originally submitted by the member of the firm. The salesman was not responsible for making this particular sale. Should he get the commission?

**A.** The salesman was given the commission.

**Q.** Should a sales manager mention to a salesman that another salesman is about to make a sale of a given property?

**A.** Absolutely "No." This would be a gross injustice to both salesmen. The salesman given such information might lessen his effort to make the sale, or he might do the opposite and press his prospect to close the deal ahead of the other salesman.

**Q.** Should salesmen tell each other that they have a house sold before it is all signed up?

**A.** We have tried to warn our men of the danger in making such

premature statements as this. It leads to the same difficulties pointed out in the preceding answer. But we no longer issue such warnings. If a salesman loses a deal because he talked too much, that is his loss. He need not come to us for sympathy.

**Q.** Should a salesman turn in a listing the minute he gets it?

**A.** Yes. Some salesmen call all the prospects they think will be interested before they turn it into the office. This is called a vest pocket listing, and use of it is reprehensible.

**Q.** A salesman gets a prospect and files the information in the customary way with his office. The prospect in turn wishes to sell his house, and the salesman finds a buyer for it. But the prospect won't sell until he has found a suitable property to buy. The salesman therefore has him tied up as a prospect and as a listing, too. The prospect's house cannot be shown because it is sold when another suitable house is found for the prospect. Does this approach the status of a vest pocket listing? Has the salesman done an unethical thing?

**A.** I don't know the solution. Do you?

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These boards are specially Cork Surfaced to make thumb tacking easy, yet firm. Cloth covering in green or black hides ugly thumb tack holes. Furnished in variety of sizes, with or without changeable letter grooves at bottom. Frames can be furnished in any wood or metal finish. Write Dept. R-1 for details, sketches or photographs and prices.

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## THE HOUSEMART INC.

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CLEVELAND, OHIO

KE-7562

## Sales Records

(Continued from page 27)

activity. For the broker who is observing this index, this signals a period of smooth sailing. He can thus more rapidly unfurl his sails to the friendly winds which will carry him toward increased real estate prosperity.

### New Mortgage Loans vs. Sales Prices

Another analysis which should be examined regularly is the relationship of new mortgage loans to sales prices. This type of index serves two useful functions. First of all, it acts as a means of checking the validity of listing prices. If, for example, new mortgage loans are currently averaging 65 per cent of sales prices, the broker might well re-value a listing which will take a maximum loan of only 40 per cent of the offered price.

The second virtue of the ratio of new mortgage loans to sales prices, is that it keeps the broker up to date on the current attitude of lenders. When this attitude is plotted in statistical form, it is possible to determine the approximate loan value of each property at hand.

### Present Mortgage Loans vs. Sales Prices

The least reliable of the indices is the relationship between existing mortgages and sales prices. About all that can be said for this ratio is that it serves as a supplementary check on the prices at which properties should be listed. If existing mortgage loans, for instance, average about 40 per cent of current sales prices and a new listing is encumbered with a mortgage of \$4,000, it is logical to assume that a listing price of approximately \$10,000 would be valid.

### Amount of Sellers' Cash vs. Sales Prices

A very interesting ratio for the broker to watch is the relationship between the amount of cash which a seller takes with him from the closing and the price at which his property was sold. This index may well prove to be the most profitable one which the broker may observe.

If the amount of sellers' cash runs high — let us say 60 per cent or more of the sales price — it indicates two desirable approaches which the broker may take. First, he may persuade future prospective sellers to take back some of their profits in second mortgages or land contracts. Secondly, he may convince the sellers that they should invest all, or a portion of, their take-away cash in other real estate.

### Tax Valuations vs. Sales Prices

The final index of importance to the real estate man is the relationship of tax valuations to sales prices. Although tax valuations may be easily taken from abstracts, they may be compiled with equal facility from the tax payment noted on the closing statement.

Should the current figures show tax valuations to average 33 per cent (as they do in Columbus this month) the listing salesman should take the amount of annual taxes, compute the tax valuation, and multiply the result by three. This should result in the approximate price at which the property could eventually be sold.

It is true that this system of analysis is simple — perhaps overly so. Yet, this was intended. The system was designed to aid the broker who is already overburdened by a myriad of detail. It was designed to save time rather than waste time. It was developed for the purpose of increasing profits by putting to use sales information which otherwise might be discarded.

give your customer  
... a choice



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Now, you can give your new home prospect 15 standard panel homes to choose from. Offer him speedy erection, amazing flexibility of design, seasoned pre-war lumber, all the advantages and savings of precision factory construction.

High quality homes at relatively low cost—designed and fabricated by Weyerhaeuser—America's greatest name in lumber. Dealers preferred within 500 miles of Dubuque, Iowa.

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## *Among Ourselves*

**I**N a university town, where apartments are probably more scarce than in other communities, we talked with a property owner the other day. This owner said he would have three apartments vacated this summer, all completely furnished, yet renting for an average of \$50. Included in the rent . . . laundry facilities, storage lockers, all utilities.

But this property owner is going to lock up those three apartments . . . refuse to rent them to anyone. The primary reason isn't that he wants more money. (He'd only raise them \$10.) He objects to the fact, as most property owners and managers do, that he has little direct control over those apartments as far as tenants are concerned. For example, he cited one instance where a young couple rented an apartment for \$10 and, during their three-year stay, had five sets of relatives living with them at various times for two- and three-month periods. The manager couldn't take direct steps to correct the situation. The solution would have been to go through the involved procedure of bickering with the local rent control office.

The owner was lamenting the fact that a survey was going to be taken in his community to decide whether or not controls should be lifted. He felt sure the survey would result in continuance of controls, so he was locking up his apartments . . . to save them, he said, for decontrolled times. Perhaps this sort of action is right. We doubt it. Closing down apartments will accelerate the scarcity, give legislators more arguments for control.

But the owner was criticizing the town's mayor and councilmen, said they didn't have the facts about rent control. We agree, but who is there to give them the facts? Well, this person wasn't ready to band together with others in his

town to see that all the arguments against control were presented. He expected someone else to fight his battle. Rent control, public housing, socialized medicine, and all the other proposals for government subsidies and controls will never be defeated that way.

**W**HEN we complimented J. F. Brownlow, president of J. B. and W. G. Brownlow, realtors of Knoxville, Tennessee, on the percentage lease article he wrote for the April *Journal*, he said that *Journal* readers who wrote him about the article probably would wonder why we selected an author who is so unknown to the post office in Memphis that letters cannot be delivered to him. Our apologies . . . he lives in Knoxville . . . not "Memphis" as the *Journal* accidentally published.

**I**N his testimony before the House Banking and Currency Committee on the proposed federal housing act, Thomas S. Holden, president of F. W. Dodge Corporation, attacked federal housing estimates indicating need for 1,260,000 to 1,500,000 new nonfarm dwelling units a year. He said that the government estimated the post-war demand for new units to replace units to be demolished or abandoned for any reason at 630,000 units a year, while total replacements actually averaged only 40,000 units a year from 1920 through 1939.

There's little doubt that the "facts" presented by public housers are unadulterated propaganda. For example, a simple breakdown of the cost limits in the proposed bill could permit expenditures as high as \$9,500 for a three-and-one-half room unit, including land. But at the same time the government is spearheading a drive for private builders to construct houses to be sold for \$6,000 to \$8,000, including land.

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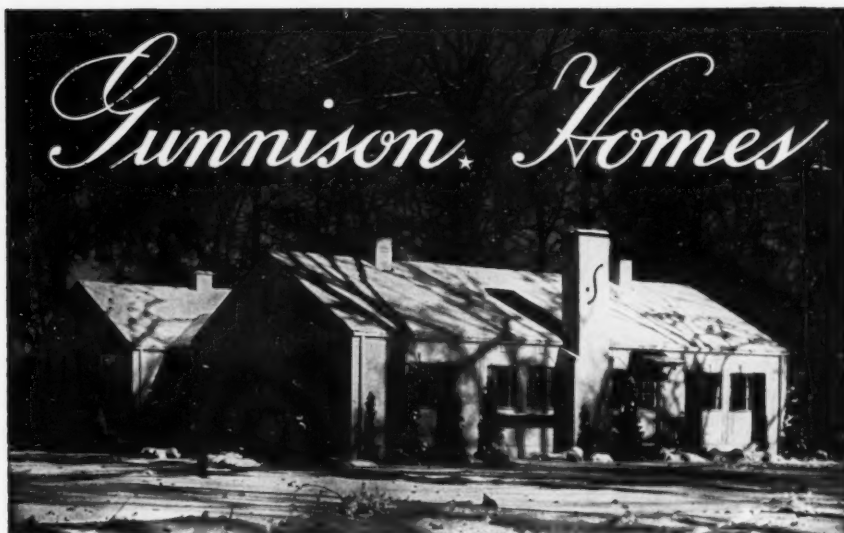
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